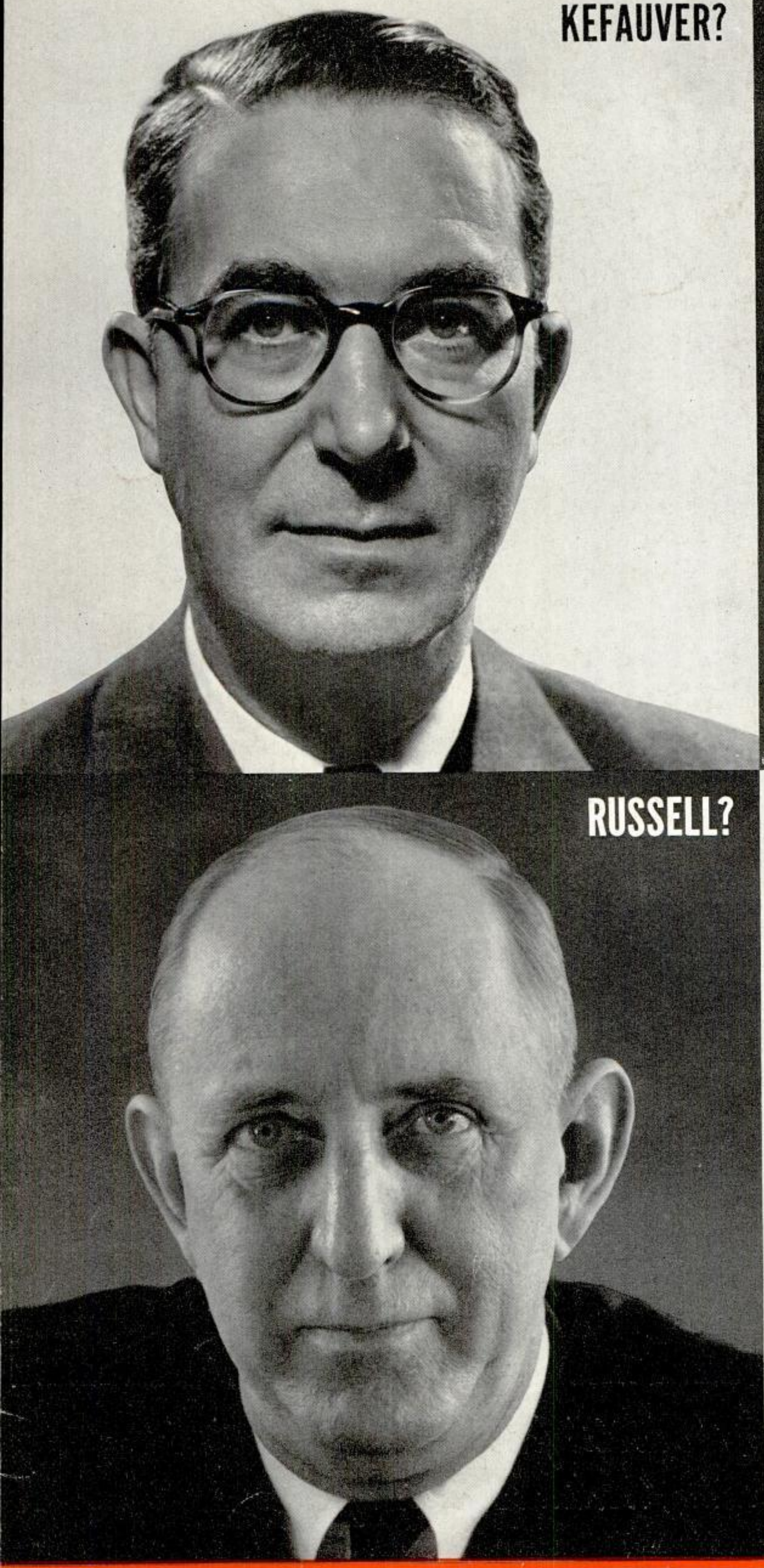
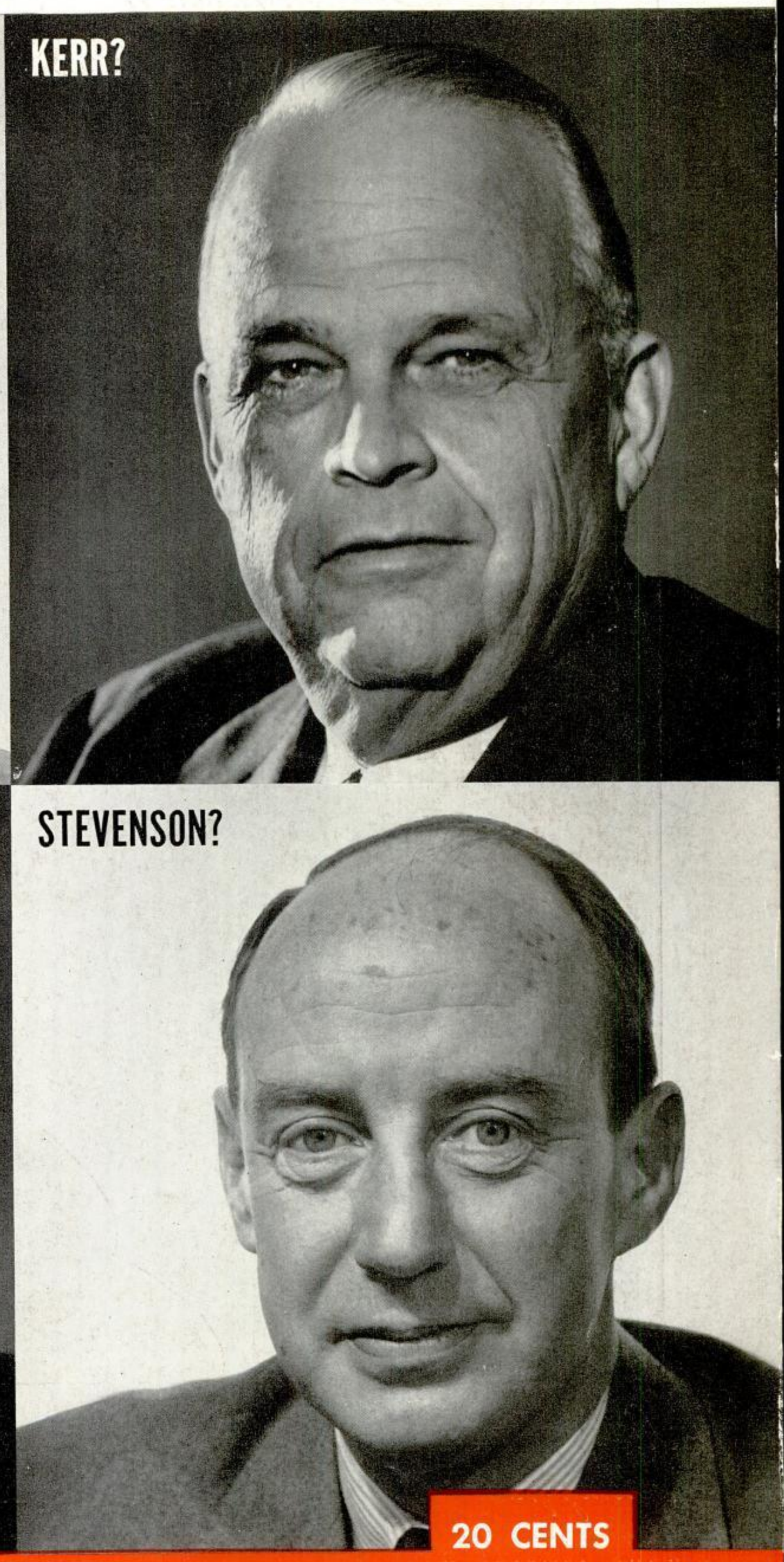
LIFE

IF NOT TRUMAN, WHO?

KEFAUVER?



KERR?



RUSSELL?

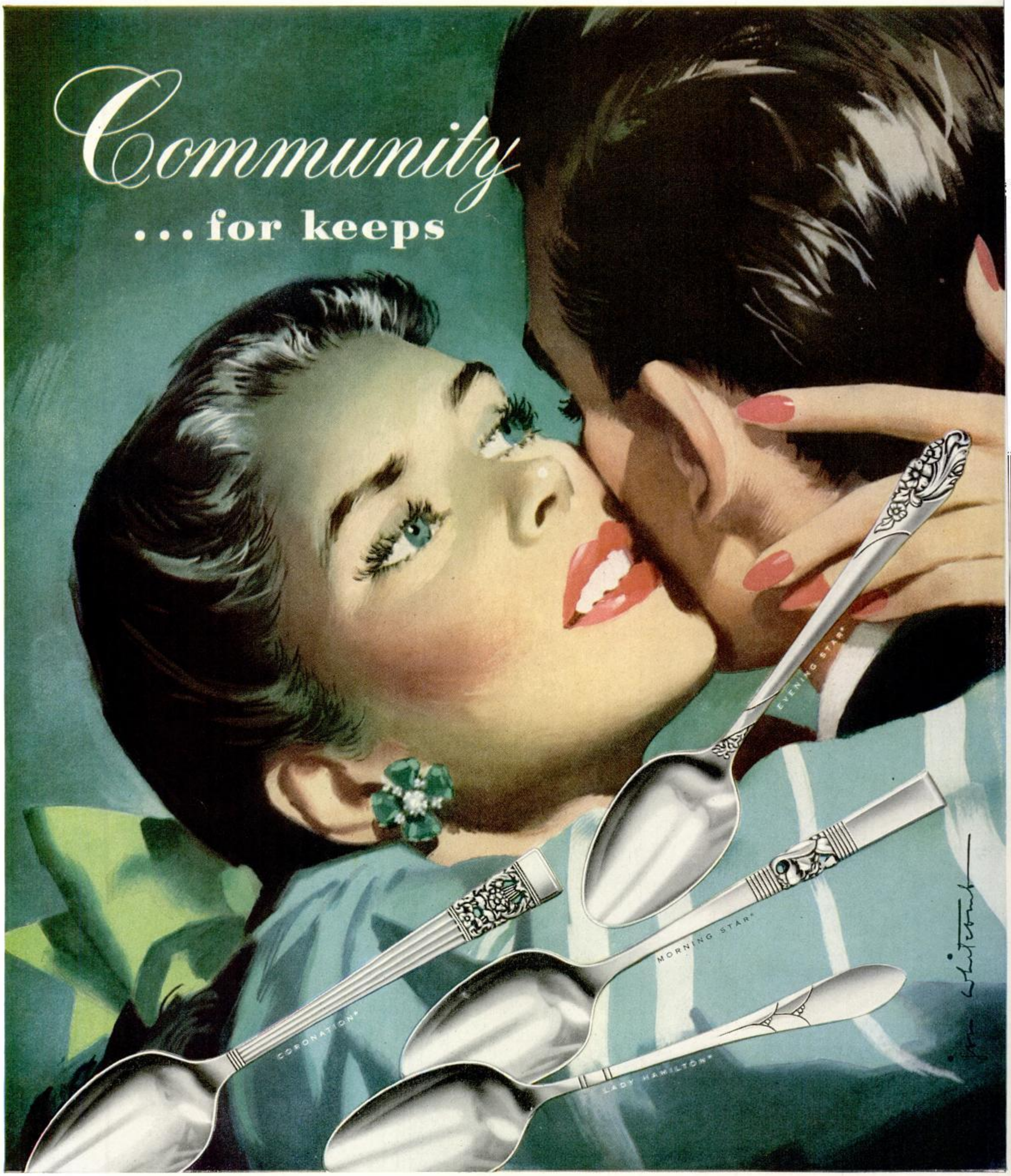
STEVENSON?

20 CENTS

MARCH 24, 1952

REG. U. S. PAT. OFF.

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Lucky you — when you choose Community, the world's first favorite silverplate. Four best selling patterns. And why wait for "place settings" — dinner services for 8 start at $55.75.*

YOUR JEWELER HAS COMMUNITY . . . *THE FINEST SILVERPLATE*

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1952, ONEIDA LTD.

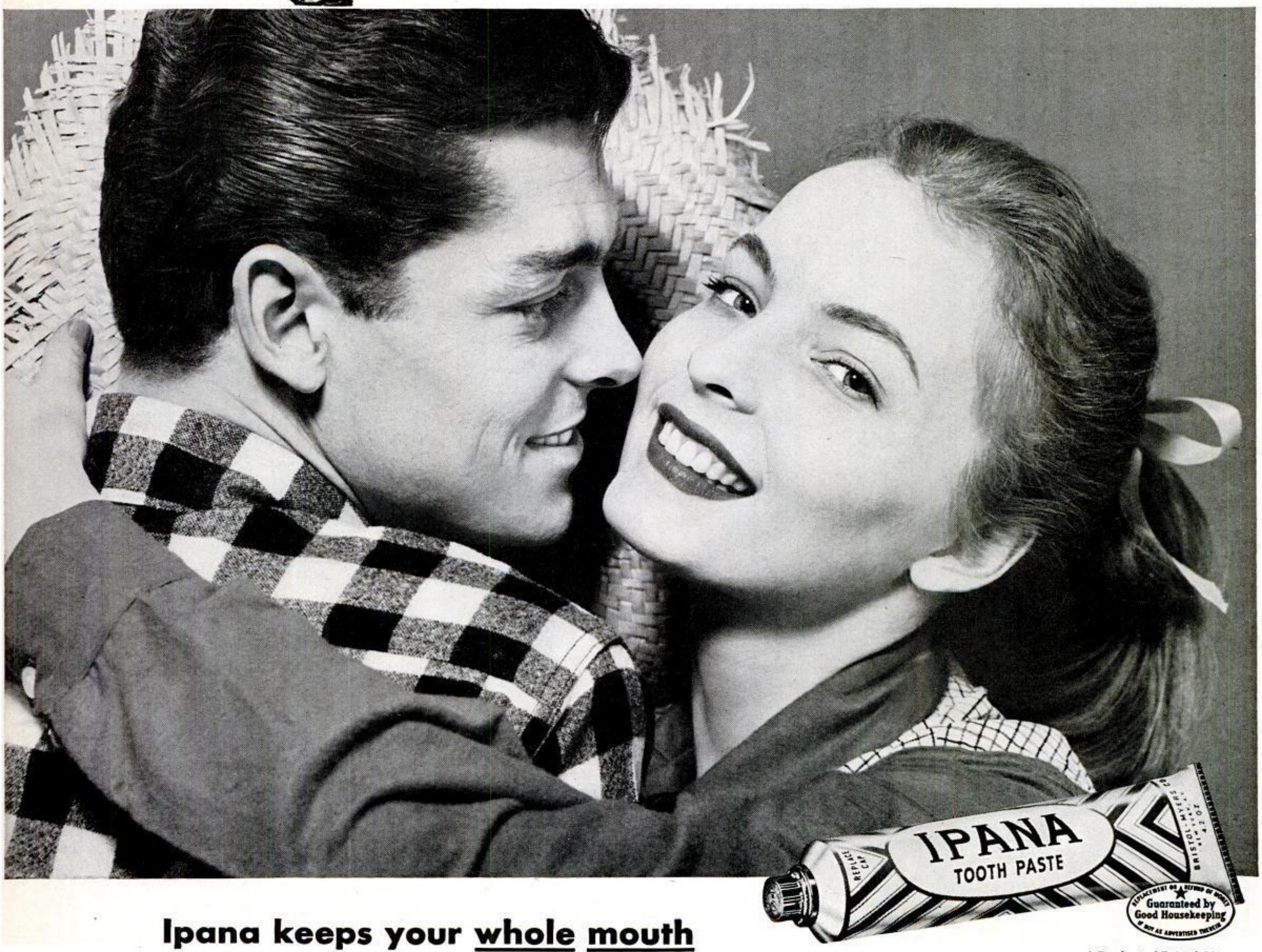
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Stay in the swing—



Avoid "Tell-Tale Mouth"

(BREATH NOT AS SWEET, TEETH NOT AS CLEAN AS THEY CAN BE)



Ipana keeps your whole mouth cleaner, sweeter, sparkling!

Gets teeth cleaner. Studies by dentists proved it! What's more, for effectively fighting tooth decay, *no* other tooth paste—ammoniated or regular—has ever been proved better than Ipana.

Sweetens breath instantly! Yes, when you use Ipana, you actually help remove *causes* of embarrassing mouth odor—leave your mouth feeling clean, feeling good—*sparkling* clean and fresh!

And don't forget your gums! Brushing teeth from gum margins toward biting edges lets Ipana's *active* cleansing foam help *remove* irritants that can lead to gum troubles!

Teeth, breath, gums—all three can cause "Tell-Tale Mouth." Avoid it with refreshing, minty Ipana Tooth Paste! See for yourself. Get a tube of Ipana today at any drug counter.

A Product of Bristol-Myers

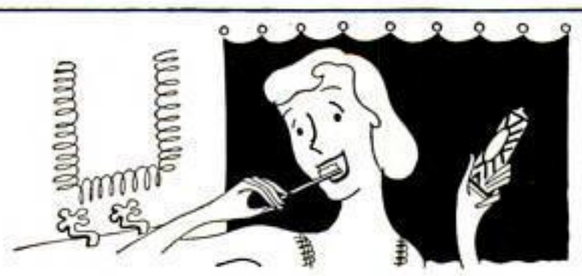
Ipana
Tooth Paste

NEW! DOUBLE-DUTY *Multifine* Tooth Brush—**Over** 1400 fine nylon bristles, plus the *twist* in the handle. 1000 dentists helped design it.

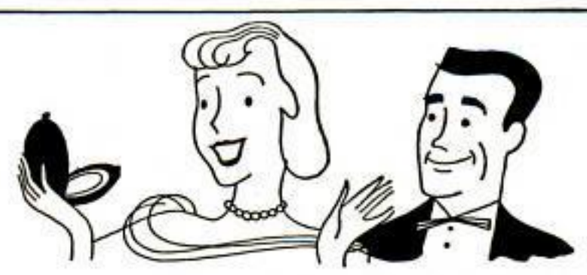
Your own taste warns of "Tell-Tale Mouth"



THAT STALE, FURRY TASTE—OFTEN IT'S A SIGN OF "TELL-TALE MOUTH." (TEETH AND BREATH NOT AS CLEAN AS THEY CAN BE)...



BRUSH TEETH WITH IPANA. NOTE LIVELIER TASTE AND TINGLE AS IPANA'S SPARKLING FOAM REACHES WHERE THE BRISTLES CAN'T...



NOW YOUR OWN TASTE TELLS YOU YOUR WHOLE MOUTH IS CLEANER, SWEETER, SPARKLING. NO "TELL-TALE MOUTH" FOR YOU!

LIFE is published weekly by TIME Inc., 540 N. Michigan Ave., Chicago 11, Ill. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Postoffice at Chicago, Ill. under the act of March 3, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions $6.75 a year in U. S. A.; $7.25 in Canada.

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THERE'S A BIG DIFFERENCE

between Sparkling Canada Dry Water and ordinary club soda . . .

PROVE IT TO YOURSELF WITH THIS

FREE

BOTTLE*

When you accept the terms of our offer



No other club soda in the world makes such a wonderful drink as Canada Dry Water . . . because no other soda has *Blend-ability.*

Blend-ability is the result of these Canada Dry exclusives: "Pin-Point Carbonation" to keep your drinks lively longer . . . "Flavor-Balanced Formula" to bring out the flavor of every drink . . . Uniformity to assure you of the same high quality any time, anywhere.

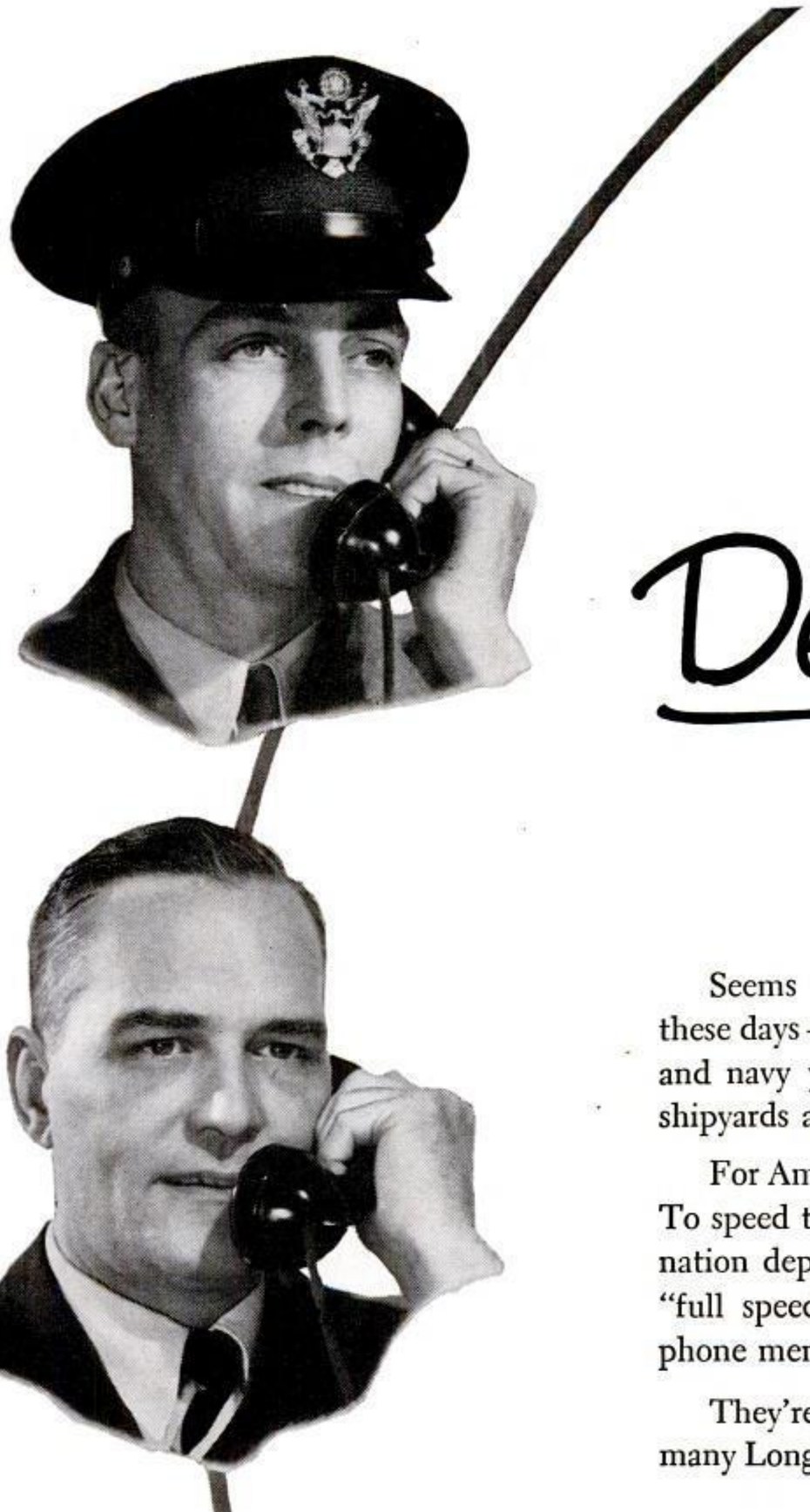
We're sure that once you've enjoyed the extra flavor and sparkle that *Blend-ability* gives a highball, you'll stay with Canada Dry Water for life!

Here's how you get your free bottle:

1. Go to your favorite store and buy a big 28 oz. party size bottle of Canada Dry Water at the regular price.
2. Mail the bottle cap with your *name* and *address* to Canada Dry—Box 15, Brooklyn 1, N. Y. and we will send you your full purchase price in cash (not including state and local taxes) by return mail.

Hurry **Offer expires April 30, 1952.**
Offer limited one to a family.

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Defense is on the lines!

"LONG DISTANCE, PLEASE!"

Seems that's what everyone is saying these days — in factories, offices, army camps and navy yards . . . on farms, in homes, in shipyards and arsenals.

For America is doing a big job in a hurry. To speed things up and get work done, the nation depends on Long Distance. So, it's "full speed ahead" for thousands of telephone men and women, too.

They're putting through four times as many Long Distance calls and twice as many teletypewriter messages as in 1940. Millions of miles of Long Distance pathways have been added — in wires, in cables, and by radio-relay.

Even that is not enough. More of everything is being built as fast as we can get materials.

For America's defense is on the lines, and telephone people are getting the message through.

YOUR LONG DISTANCE CALL WILL GO THROUGH FASTER, IF YOU CALL BY NUMBER.

BELL TELEPHONE SYSTEM



This One
XAXP-YDK-ESAG
3
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ENGLANDER'S NEW 3-LAYER COMFORT AND FIRM SUPPORT:

It Cushions 1

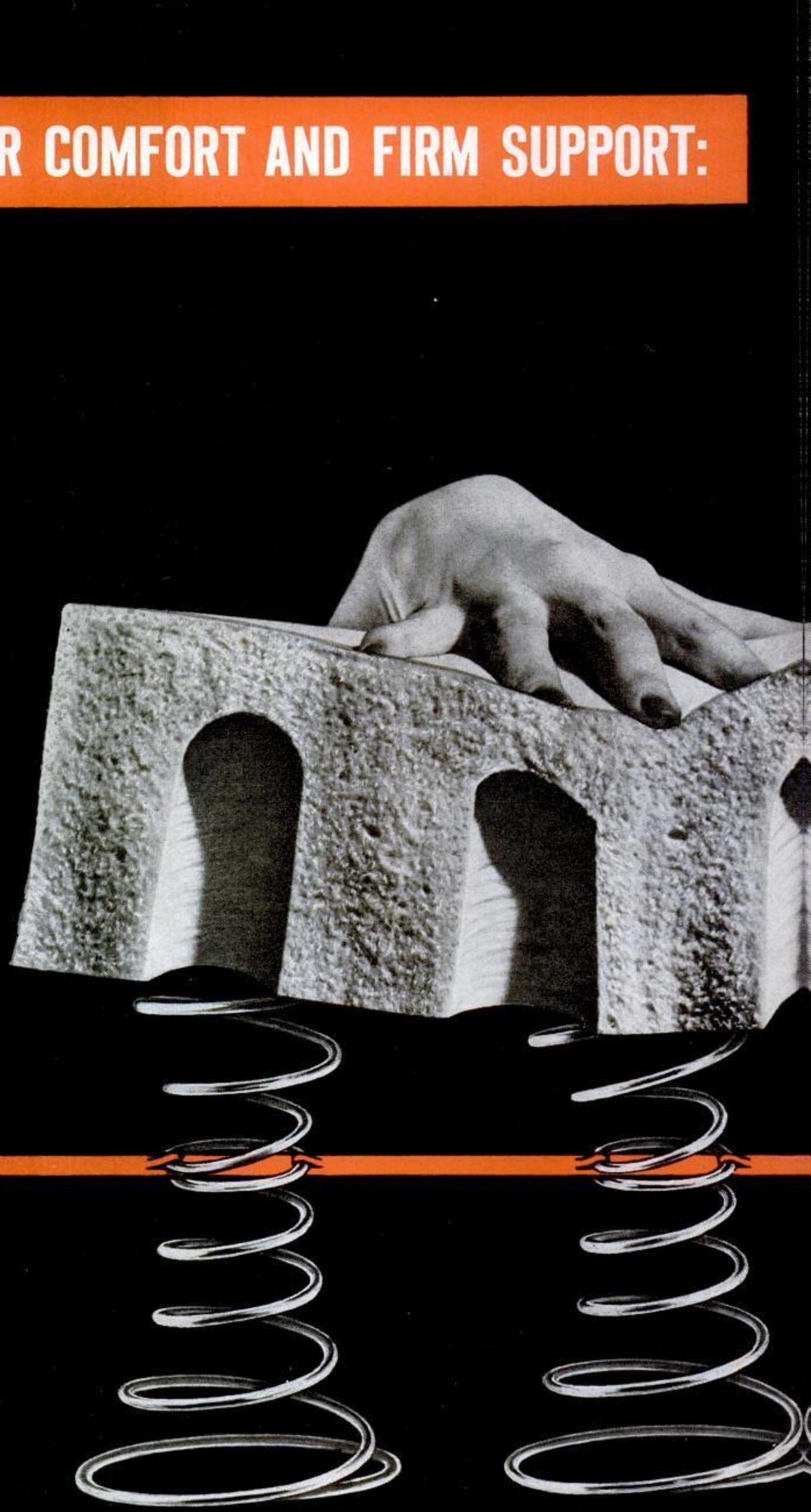
The mattress of Goodyear's Airfoam cushions every part of your body perfectly.

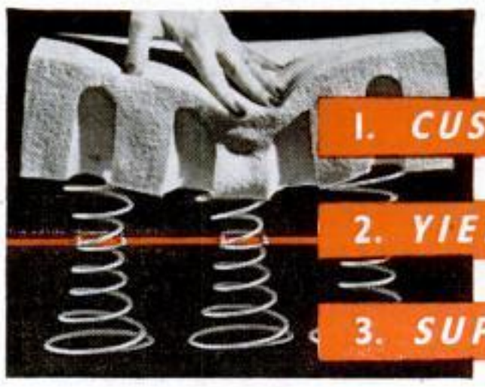
It Yields 2

The buoyant top spring layer conforms to your weight and body contour.

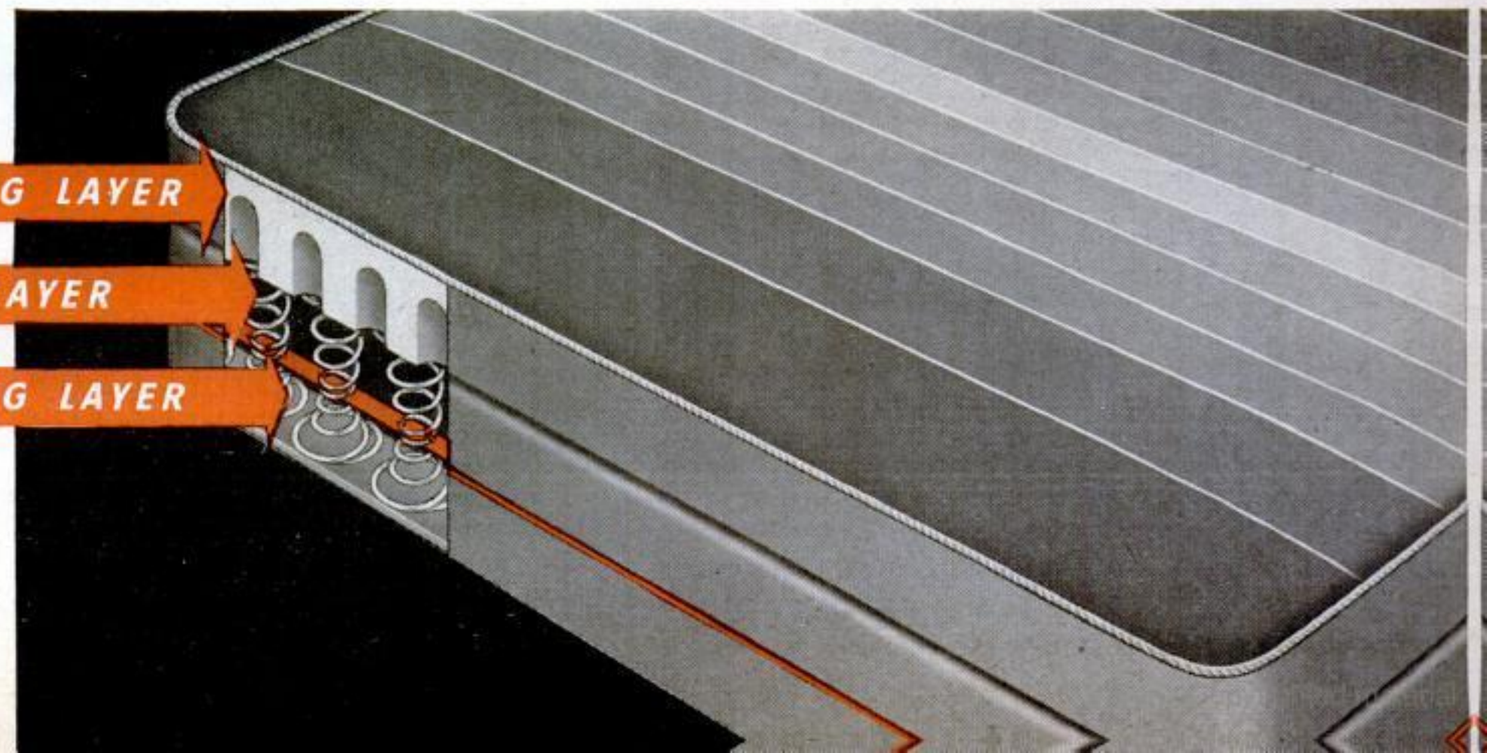
It Supports 3

The bottom spring layer gives your body the proper firm support.

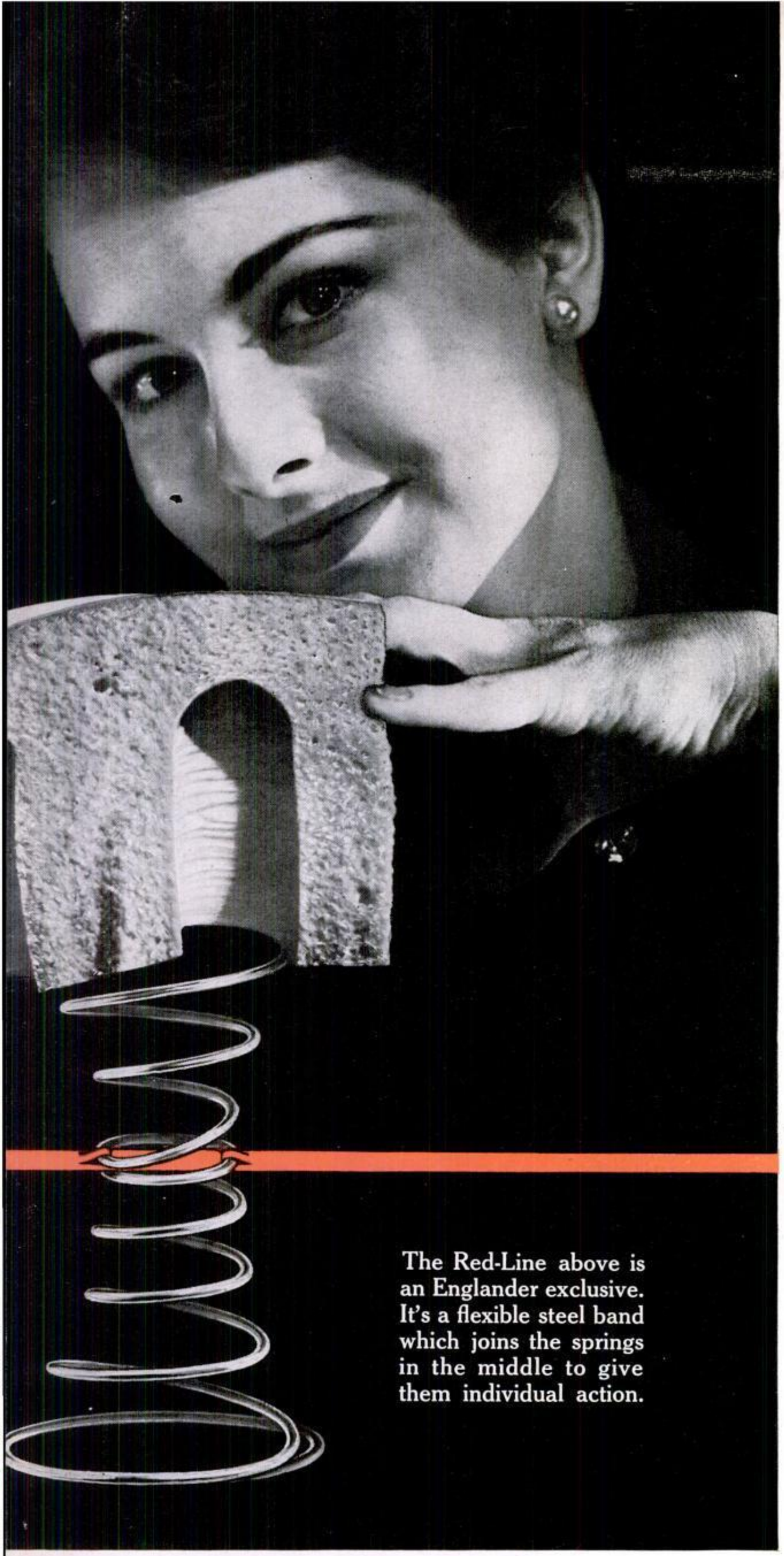




No matter how you sleep you'll sleep better on an Englander



The Airfoam Mattress floats you on millions of air bubbles. The exclusive Red-Line Foundation supplements the comfort of the Airfoam and provides that *firm support* so necessary to healthful rest. Available in decorator colors—Wood Rose or Turquoise.



The Red-Line above is an Englander exclusive. It's a flexible steel band which joins the springs in the middle to give them individual action.

NEW WAY TO SLEEP

New 3-Layer Comfort and Firm Support

You Need All Three for Healthful Rest

EXCLUSIVE WITH ENGLANDER

BACKED BY POSITIVE X-RAY PROOF

(see X-ray picture below)

Guaranteed for 20 Years



The X-ray Proves Englander is Right for You

Englander spent two years to develop a way to X-ray a living model on its revolutionary new sleep ensemble.

In examining this X-ray, a leading orthopedic surgeon said, "A study of this X-ray film proves that with this combination of mattress and springs, a person can sleep comfortably without distortion of head and neck, shoulders, torso, pelvis and extremities and completely supported at every point. Note that the spine is in a perfectly level position. When the spine is in this position, you receive the proper healthful support for the most comfortable sleep, without tension or distortion."

When you sleep on an Englander, you'll wake up looking younger, feeling younger, acting younger!

Englander Mattress of Goodyear's *Airfoam** **$79.75**

Englander's *Red-Line** Foundation **$69.75**

(Prices subject to change without notice.)

Englander

AMERICA'S MOST LUXURIOUS MATTRESS

Look for the Red-Line when you buy.

GOODYEAR

THE GREATEST NAME IN RUBBER

*TM The Englander Company, Inc. *TM The Goodyear Tire & Rubber Company

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Aa a A



A was a lovely Apple
which was very red & round,
It tumbled off an Appletree
And fell upon the ground.

Bb b B



B was a lovely Bee,
It fluttered about a flower
And sang aloud, "a-buzz, -a-buzz"
For more than half an hour.

Cc c C



C was a lovely Pussy Cat; its eyes were large & pale;
And on its back it had some stripes,
and several on his tail.

Dd d D



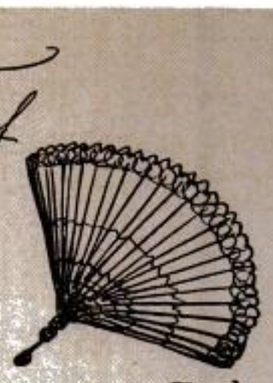
D was a beautiful Duck
With spots all over his back.
He swam about in a beautiful pond,
And when he came out, said, Quack.

Ee E e



E was a beautiful Eagle,
whose head was completely white;
He ate and looked at the sun all day,
And was fast asleep all night.

Ff F f



F was a beautiful Fan,
Made of Ivory, feathers, and lace,
And was used by a beautiful lady,
To shade her beautiful face.

Gg G g



G was a little old Goose,
Who feeds all day upon grass,
And who makes no end of a hissing noise
At all the people who pass.

Hh H h



H was a little old Hat,
Which was neither useful nor pretty,
So they sent it away to an Old clothes shop
In a street in London City.

Ii I i



I was a little old Inn,
By the side of a dusty road
But very few travellers ever came
To that not very nice abode.

Jj J j



J was a small jackdaw
He lived on the top of a mill
And if he has not flown off
He probably lives there still.

Kk K k



K was a very small King
Who wore a prodigious crown;
His cloak was of scarlet velvet,
Spotted with blue & brown.

Ll L l



L was a very small Lamp,
It was lighted every night;
And whereas before, the room was dark,
It made that room quite light

Pp P p



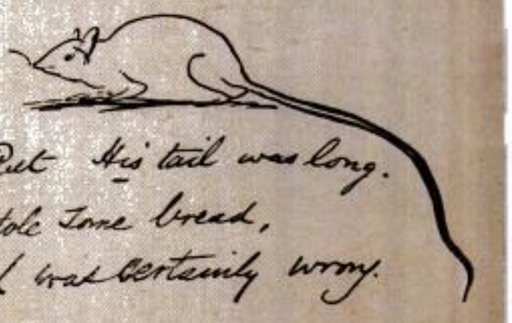
P was a Pig, with a tail so curly,
Sometimes he was good,
& sometimes surly.

Qq 2 q



Q was a Quail
With a very short tail;
For he'd fell upon corn,
Ever since he was born

Rr R r



R was a Rat his tail was long.
But he stole some bread,
Which was certainly wrong.

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SPEAKING OF PICTURES . . .

This is the first publication of alphabet devised by Edward Lear, nonsense man

In a whimsical mood about himself, Edward Lear, the limerick-loving English nonsense writer once wrote in an autobiographical poem,

How pleasant to know Mr. Lear!
Who has written such volumes of stuff!
Some think him ill-tempered and queer,
But a few think him pleasant enough.

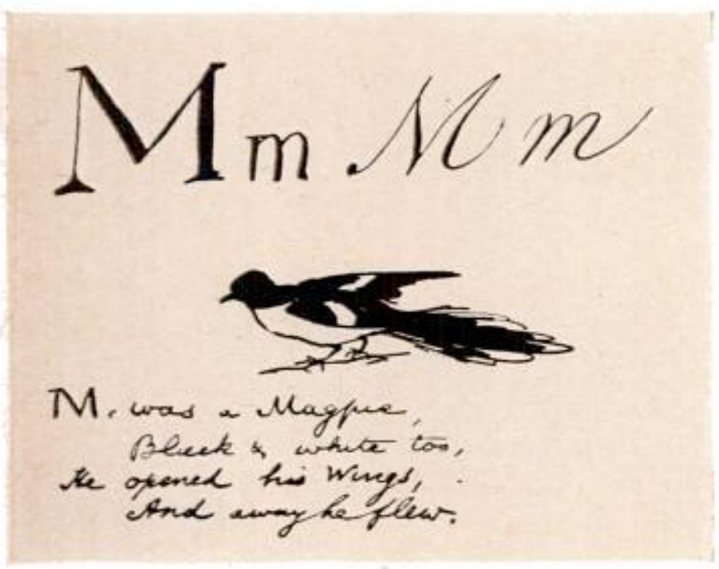
Most of his Victorian contemporaries, who doted on Lear's verse, would have agreed with the poet. So would a little French boy named Charles Pirauet. Around 1880 young Pirauet had the good fortune to stay at the same hotel with Lear in an Italian resort. Every day he would find at his lunch table a page from an illustrated rhyming alphabet concocted especially for him by Mr. Lear. For 70 years the alphabet remained in the Pirauet family, but last fall it was offered for sale and was snapped up by London's Victoria & Albert Museum. On these pages it is published for the first time.

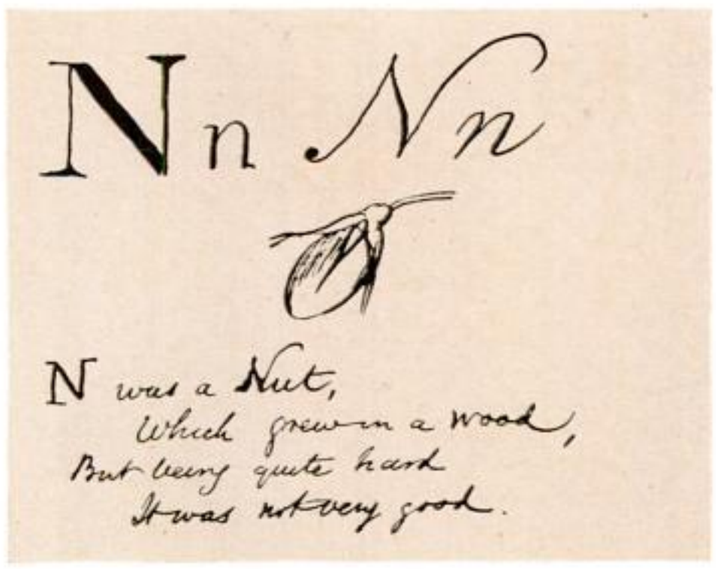
Such "queery Leary" verse was merely a diversion for Lear who from the age of 15 had determined to be a professional painter. The youngest of 21 children of a bankrupt stockbroker, Lear was hired by Lord Derby to sketch the nobleman's menagerie. To entertain his employer's grandchildren he made up limericks and nonsense jingles which he illustrated with fantastic sketches. Ten years later Lear had them published, but he did not stay around to enjoy their success. A shy, epileptic man, Lear had begun a life of wandering which took him half way around the globe. Wherever he went he made sketches for pretentious oil paintings which he sent home to the Royal Academy, but his canvases were generally ignored. His nonsense verse, however, continued to meet with success and before he died he was able to brag that "I am the man as is making some three or four thousand people laugh in England all at one time" with such limericks as

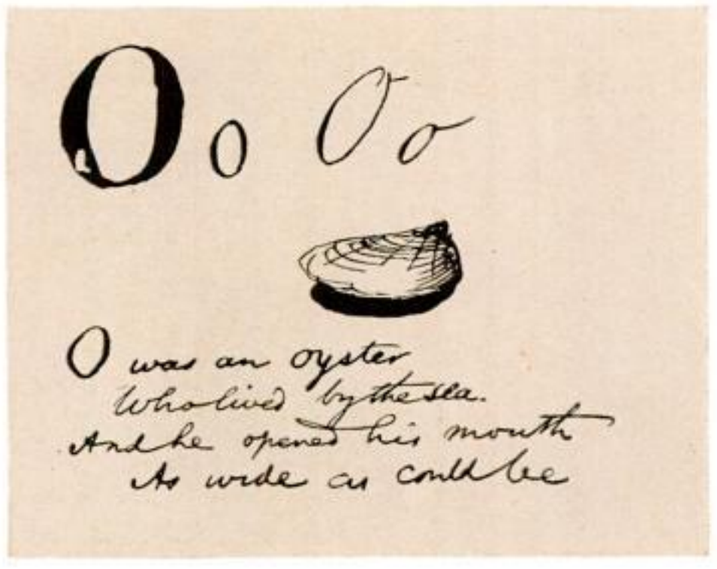
There was an Old Man with a beard
Who said, "It is just as I feared!—
Two Owls and a Hen, four Larks and a Wren
Have all built their nests in my beard."

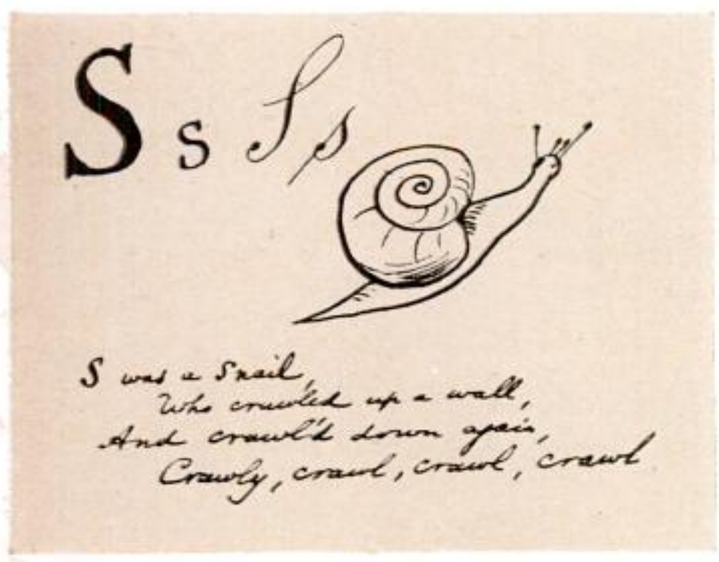


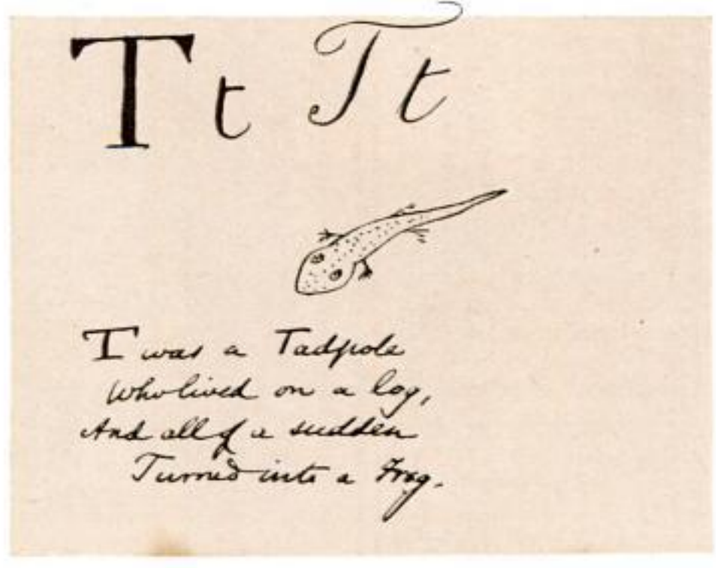
Edward Lear wrote a doggerel description of himself: "His nose is remarkably big . . . his beard it resembles a wig."

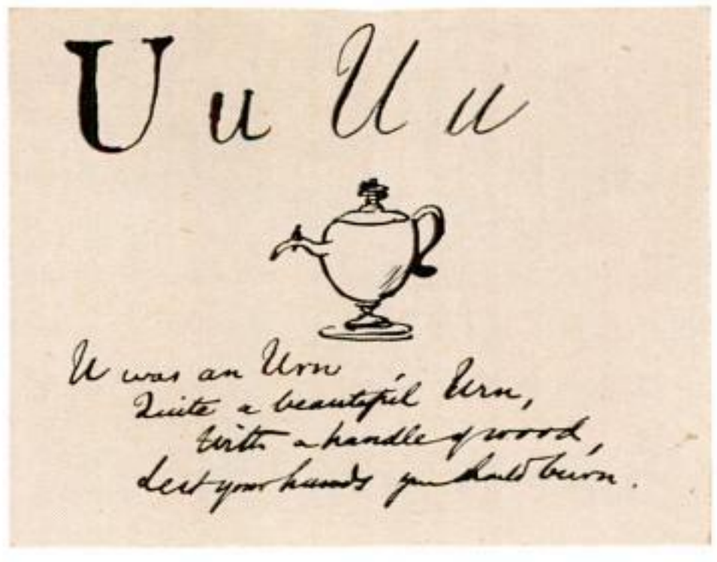












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ONLY
COLGATE DENTAL CREAM
HAS PROVED SO COMPLETELY IT
STOPS BAD BREATH*!

*SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE'S INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!



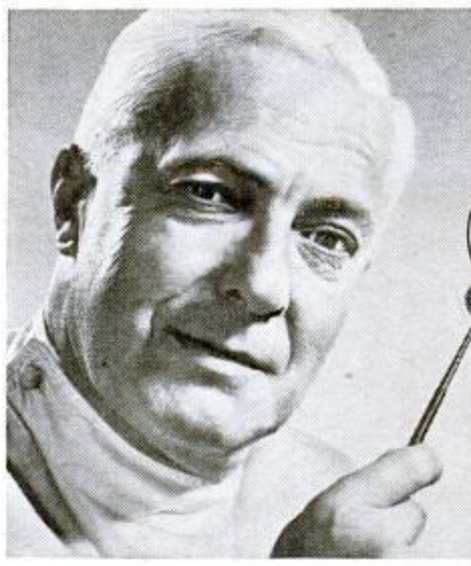
Colgate's Has the Proof!
IT CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH!

For "all day" protection, brush your teeth right after eating with Colgate Dental Cream. Some toothpastes and powders claim to sweeten breath. But only Colgate's has such complete *proof* that it stops bad breath.* There's a big difference!



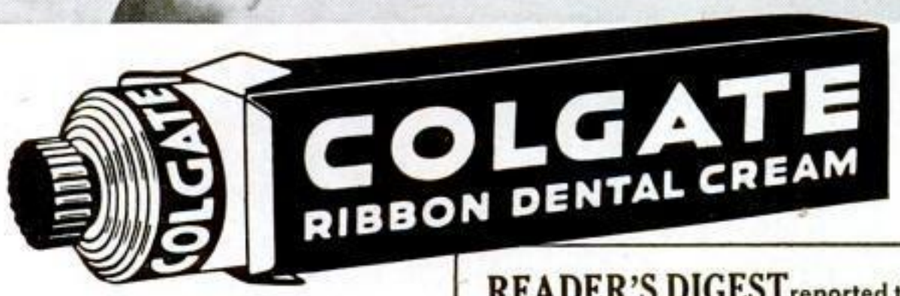
Colgate's Has the Proof!
COLGATE DENTAL CREAM IS BEST FOR FLAVOR!

Colgate's wonderful wake-up flavor is the favorite of men, women and children from coast to coast. Nationwide tests of leading toothpastes *prove* Colgate Dental Cream preferred for flavor over all other brands tested!



Colgate's Has the Proof!
THE COLGATE WAY STOPS TOOTH DECAY BEST!

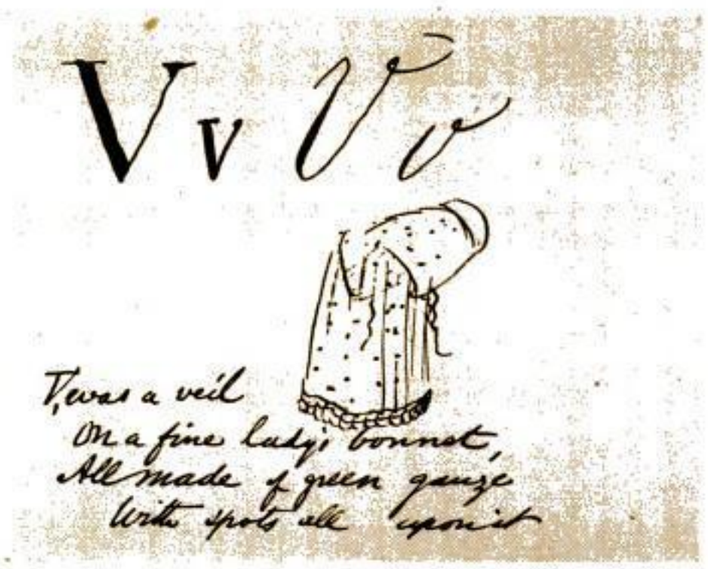
Yes, science has proved that brushing teeth right after eating with Colgate Dental Cream stops tooth decay *best!* The Colgate way is the most thoroughly proved and accepted home method of oral hygiene known today!



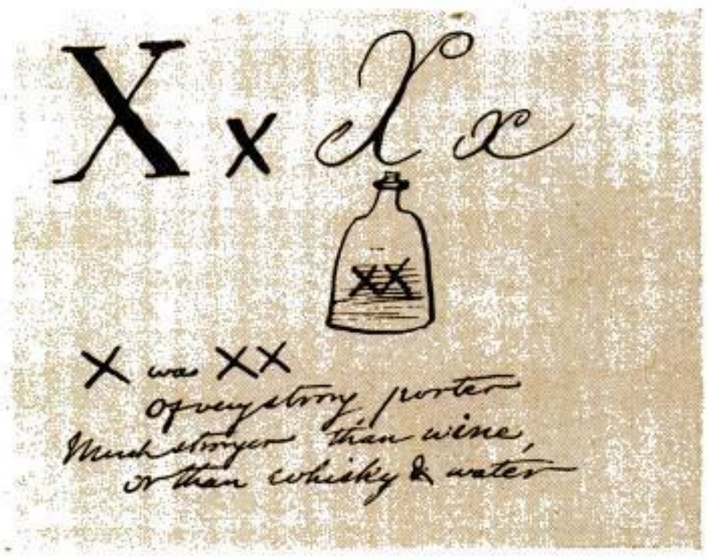
No Other Toothpaste or Powder
OF ANY KIND WHATSOEVER
Offers Such Conclusive Proof!

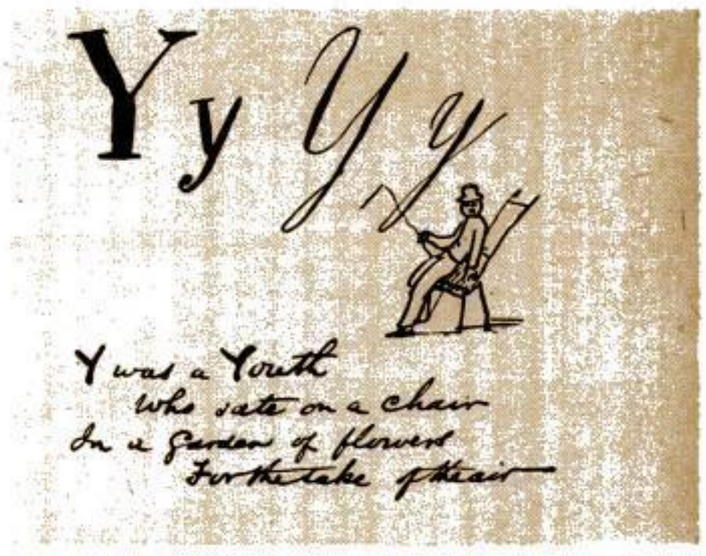
READER'S DIGEST reported the same research which proves that brushing teeth right after eating with Colgate Dental Cream stops tooth decay best! And, while not mentioned by name, Colgate's was the *only* toothpaste used in this scientific research.

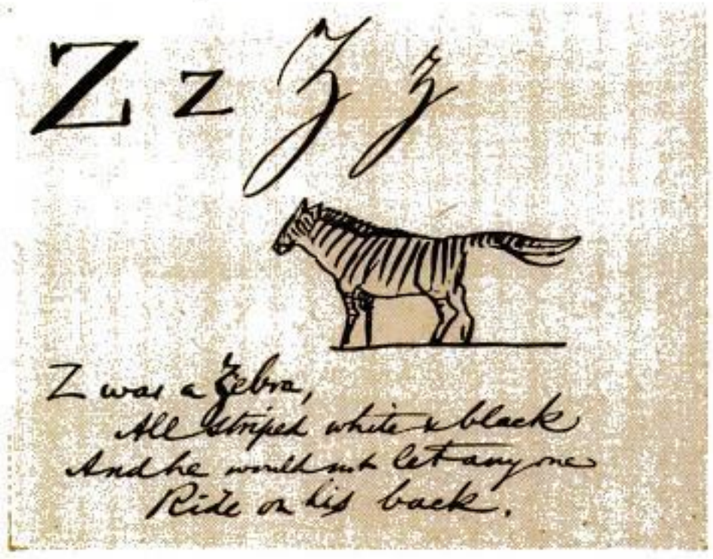
Get PURE, WHITE, SAFE COLGATE'S *Today!*











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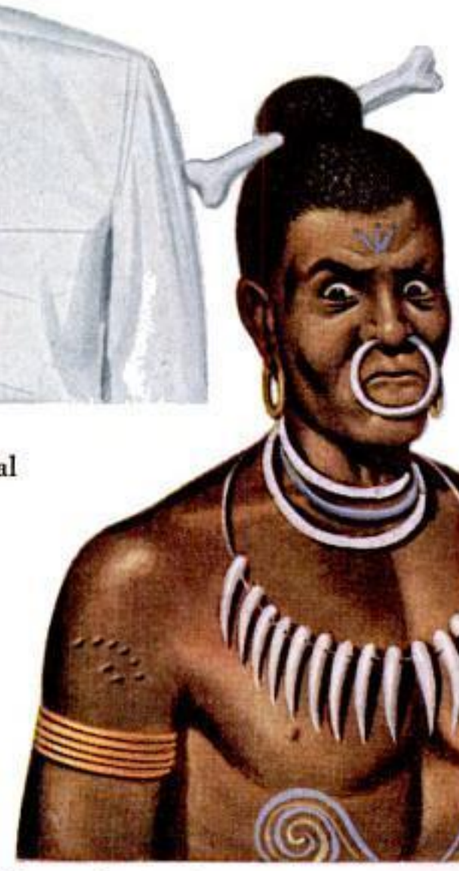
Fashion's new favorite! Van Ron collar in Oxford cloth. New, soft, rounded collar, without stays.



The roll's the thing! Van Roll button-down spread in Oxford. Curves from neck to collar point.



College and alumni tradition! Button-down in Oxford cloth. Casual yet always dressy.



Rumor has it that even he would gladly swap his boar's teeth for a Van Heusen Oxford!



Style sensation! Van Roll collar in Oxford cloth . . . rolls as it spreads . . . for a more casual look.

4 out of 5 men want Oxfords ...in these new Van Heusen styles

Come in whites, colors and stripes. Only **$4.50**

A new shirt free if your Van Heusen shrinks out of size.

The ties: Van Heusen Oxford Shirtmates, $1.50

Phillips-Jones Corp., N.Y. 1, N.Y. Makers of Van Heusen Shirts • Sport Shirts
Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Collars

and the famous Van Heusen Century Shirt with the soft collar that won't wrinkle ever.

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"the world's smartest" **shirts**

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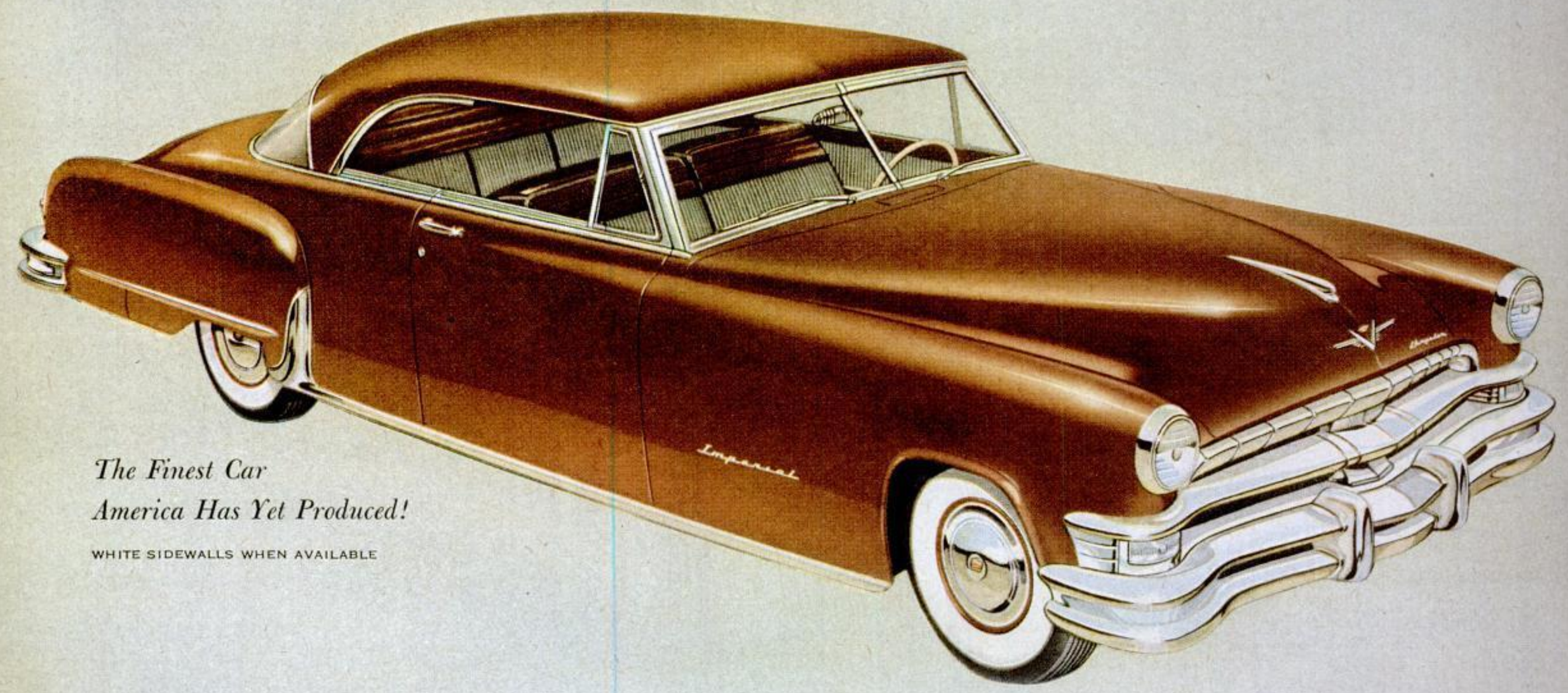
Imperial

BY CHRYSLER





You've seen it happen in your own circle. It is true among the really discriminating everywhere. The Imperial by Chrysler has become the ultimate expression of taste and judgment. In every swift poised act on the road—in every manner and look—in every detail of decor. . . this lovely car will reveal to you why it is more and more the choice of people who can afford any motor car in the world.



The Finest Car
America Has Yet Produced!

WHITE SIDEWALLS WHEN AVAILABLE

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Geraldine Brooks
STARRING IN
"The Green Glove"
Released thru United Artists



$2.98

WAT-A-KOTE'S
Weather-duster
by ALMAR

New all-purpose widewale piqué textured vinyl plastic raincoat . . . six exciting colors . . . new pyramid silhouette . . . bell-hop tab collar . . . French button cuffs . . . electronic-sealed pockets . . . Ascot hugger hood . . . with matching utility zipper case . . . others for men, boys, girls. See local dealer or write for name to Almar, 1270 B'way., New York, N. Y.

WAT-A-KOTE



DUMPLINGS
For perfect dumplings every time, *just add milk to*
Bisquick
General Mills

RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS
FAST



The way thousands of physicians and dentists recommend

Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait Buy Anacin today.



INGROWN NAIL
Hurting You?
Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

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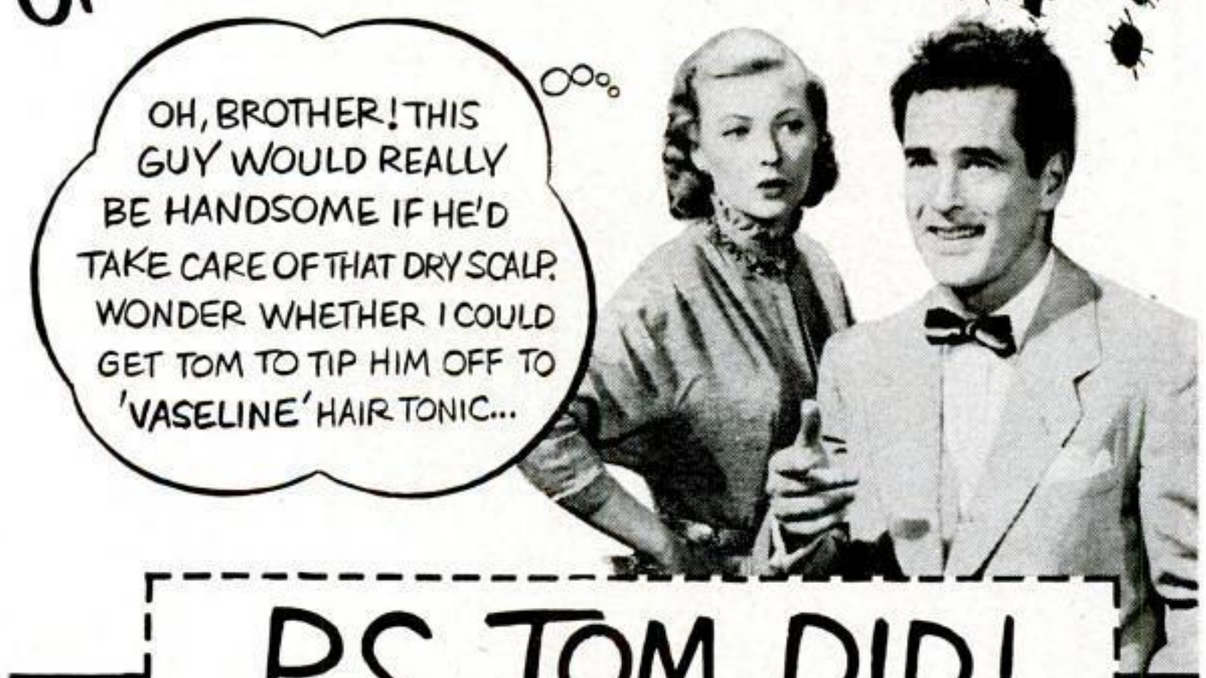
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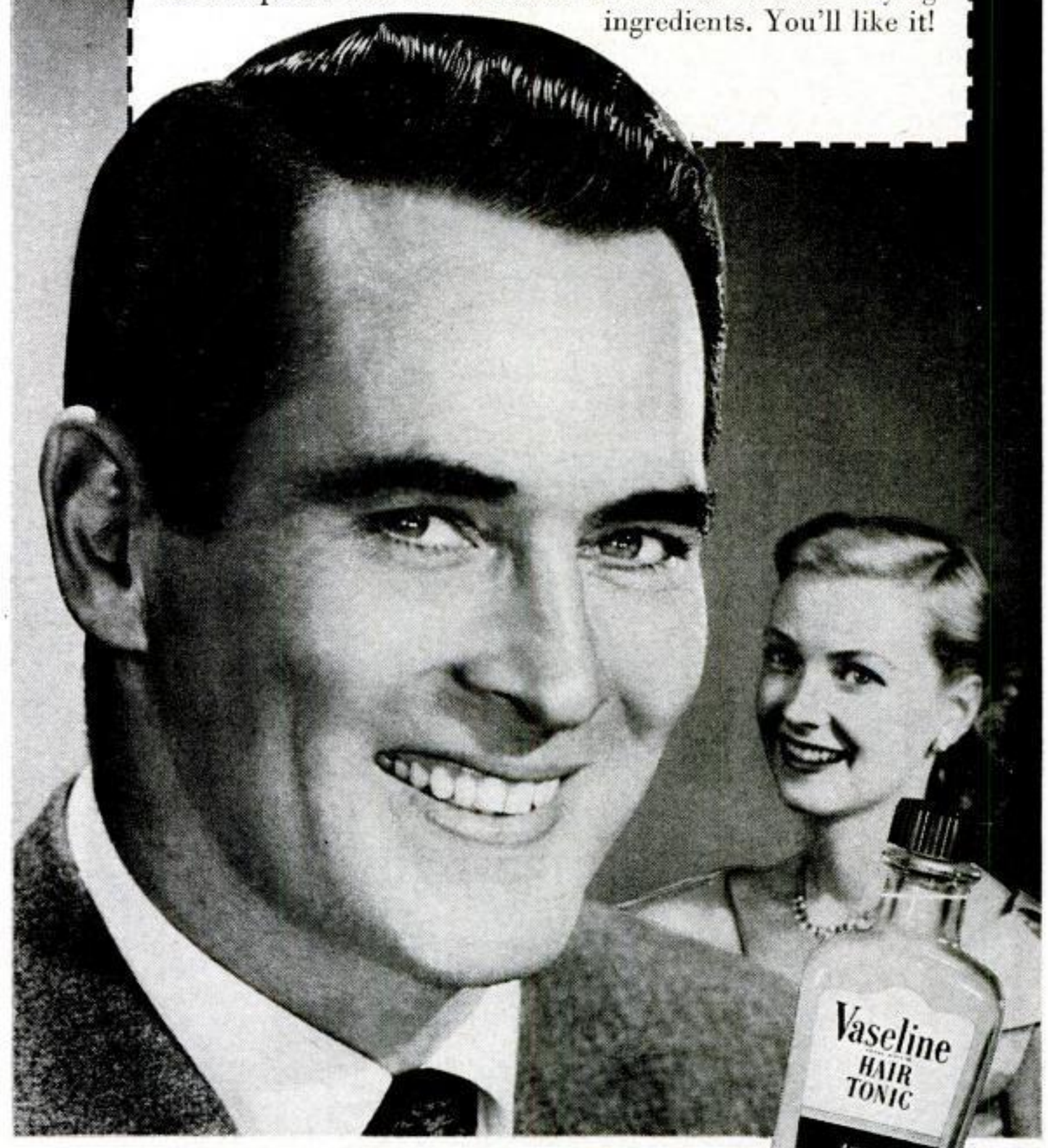
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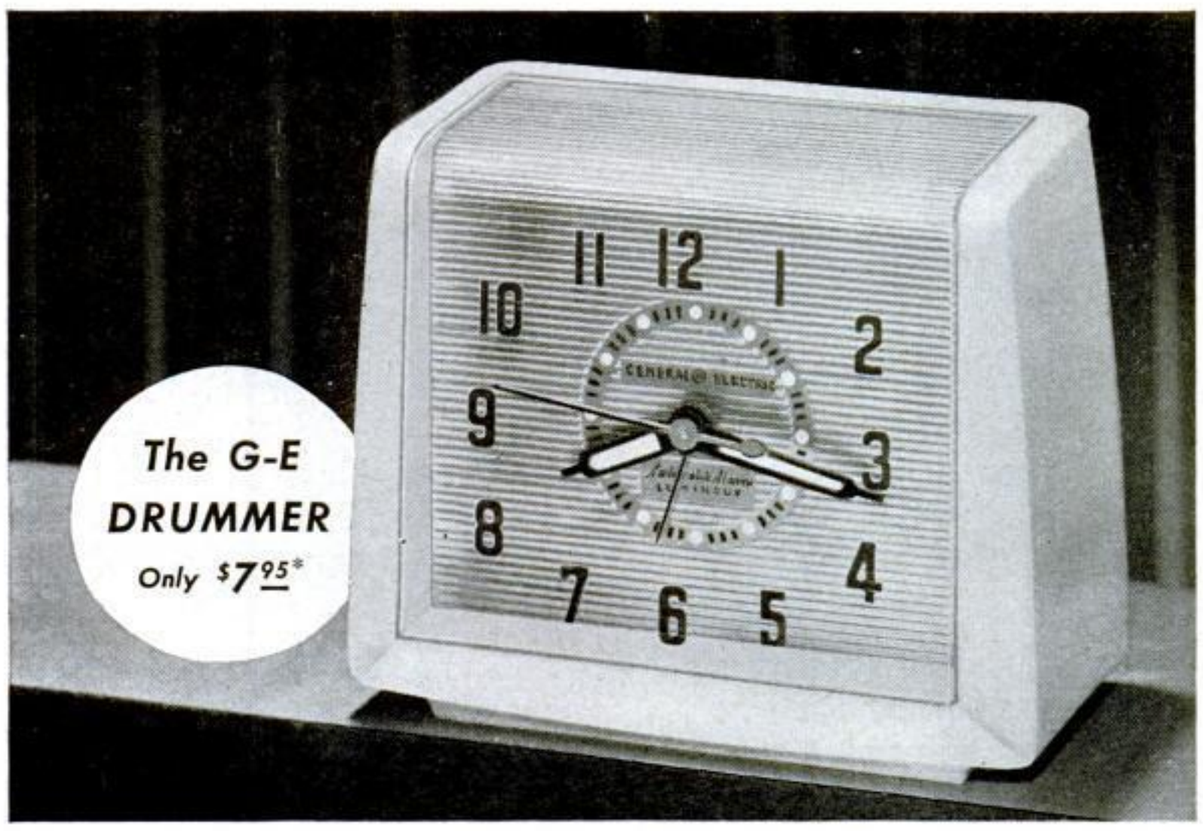
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GENERAL ELECTRIC

LETTERS TO THE EDITORS

SHENGS AND DEMOCRACY

Sirs:

In writing of the Sing Sheng family of Southwood ("The Shengs and Democracy," LIFE, March 3) the mistake is made consistently of considering South San Francisco a part of San Francisco. It isn't. . . .

LOUISE R. HEWLETT

San Francisco, Calif.

Sirs:

What a commentary on our Christian civilization that you should appeal for an end to racial prejudice on the ground that it does not pay financially!

GROSVENOR SNYDER

New York, N.Y.

● It is easy enough to appeal to Christian morality, and its bearing on the Sheng case is self-evident. Since the citizens of Southwood made their decision on economic grounds, the long-term error in their reasoning was more relevant than their moral callousness: "Christian civilization" was not built without the use of worldly arguments.—ED.

Sirs:

At the Menlo School for boys just 20 miles from South San Francisco, another election was held the same time Mr. Sheng courteously asked for his rights. The student body elected Myron Tong, whose parents were born in San Francisco, for their president.

To the 200 voters at Menlo, racial difference was not an issue. They merely elected the candidate in whom they had the greatest confidence as a leader and friend. Being a teacher myself, may I say there is a lesson in everything; some just don't get learned.

WILLIAM LEE PERRY

Menlo Park, Calif.



PRESIDENT TONG

'ICEMEN'

Sirs:

You should know that of " 'Icemen' Strike It Rich on the Gold Coast" (LIFE, March 3) people will remember only the sentence: "The householder should be suspicious of door-to-door salesmen, who may be thieves."

I make my living selling major appliances, mostly door to door. Now I find myself a possible thief who may be locating empty apartments. I *do* get information from janitors and deliverymen, but only on the age of a refrigerator or the size of a TV screen.

Are you trying to wreck the understanding between homeowners and working people for the sake of the few who own $100,000 worth of jewelry?

I wish the combined sales force of the Fuller people would invade your office and scratch your faces, and that of Mr. Brean, with their everlasting bristles.

S. W. T. GLAESER

Tuckahoe, N.Y.

Sirs:

Why do you state, "A citizen who awakens to hear a prowler in his home should never yell or go for a gun (it's best not to have one) . . .?"

Can there possibly be a real danger to an experienced shooter, unless of course the burglar is also armed?

DONALD JONAS

New York, N.Y.

● An empty gun is useless and a loaded one, say police, is risky. An armed prowler would rather not shoot, but is more apt to if victim reaches for a gun—and the intruder can probably fire faster and more accurately.—ED.

CHICAGO GETS HET UP

Sirs:

Am assuming the poster hanging on the wall in the ticket-fixing picture in "Chicago Finally Gets Het Up" (LIFE, March 3) is a traffic-safety bulletin urging drivers to slow down and "protect our children." The apparent desire of Keane's constituents to have their traffic violations dismissed makes the pleading poster a mockery.

BOB DE MARCE

Detroit, Mich.



● The poster in Alderman Keane's office (*above*) reads: "Drive Slowly. Protect Our Children. Thanks Very Much."—ED.

HARDWARE SCULPTURE

Sirs:

The figures in "Speaking of Pictures" (LIFE, March 3) interested me and all the employes of Skidmore Gear Company because we recognized many gears from our scrap box. . . .

We were a bit chagrined at your statement, "The friends he cultivates most are plumbers." His work table displays more of our gears than plumbing items. If we hadn't rejected them, they would today be working in trucks, airplanes and X-ray devices.

When the scrap box fills up too fast we call ourselves "plumbers," but we don't ordinarily appreciate being tagged thus by others!

ROBERT M. SKIDMORE

Cleveland, Ohio

BOWLESS DESTROYER

Sirs:

Your pictures of the U.S.S. *Ernest G. Small* ("A Destroyer Sails Backward to Find a New Bow," LIFE, March 3) remind me of the time I watched the heavy cruiser U.S.S. *Pittsburgh* come out of a huge swell minus her bow in a

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LETTERS TO THE EDITORS

CONTINUED

Pacific typhoon during World War II.

Unlike the *Small*, the *Pittsburgh* steamed forward to Guam, leaving her bow astern. Later a Navy tug, coming on the still-floating bow, radioed: "Have sighted a suburb of Pittsburgh and have taken it in tow."

PHILLIP ZIMMERMAN
Palm Harbor, Fla.

MEET MR. DICKENS

Sirs:

While perusing your excellent article on Emlyn Williams ("Meet Mr. Dickens," LIFE, March 3) I observed that the picture by Phiz of Bob Sawyer's party is not that which Mr. Williams described in his readings.

The picture represents not the London lodgings with the ferocious landlady but the dispensary back room in Bristol, where Mr. Winkle is being entertained by Bob Sawyer and Benjamin Allen. The delivery boy is peering through a lower pane. The drinking vessels are not the glasses of the London formal party, but the corked funnel and wide-lipped measuring glass of the Bristol dispensary. The mortar and pestle have been used to mix and compound the rum punch.

MARTIN W. SWITHINBANK
Boston, Mass.

● As several Pickwickophiles have pointed out, LIFE fizzled in its illustration. There is no Phiz drawing of Bob Sawyer's earlier gathering in London.—ED.

TB MILESTONE

Sirs:

May I suggest that those miraculously energized tuberculous patients who are dancing in Sea View's hallway ("TB Milestone," LIFE, March 3) dance right back to their beds, pending the final outcome of the evaluation of the drugs.

ROBERT CHARR, M.D.
Philadelphia, Pa.

● The picture, which was posed for a newspaper photographer, illustrates one of the "disadvantages" of the drug: treated patients feel so peppy that it is difficult to keep them in bed.—ED.

'YANKEE' CHILE

Sirs:

Your article on "'Yankee' Chile" (LIFE, March 3) was interesting to me because I was in Chile about a year

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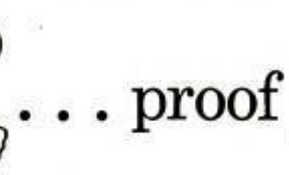
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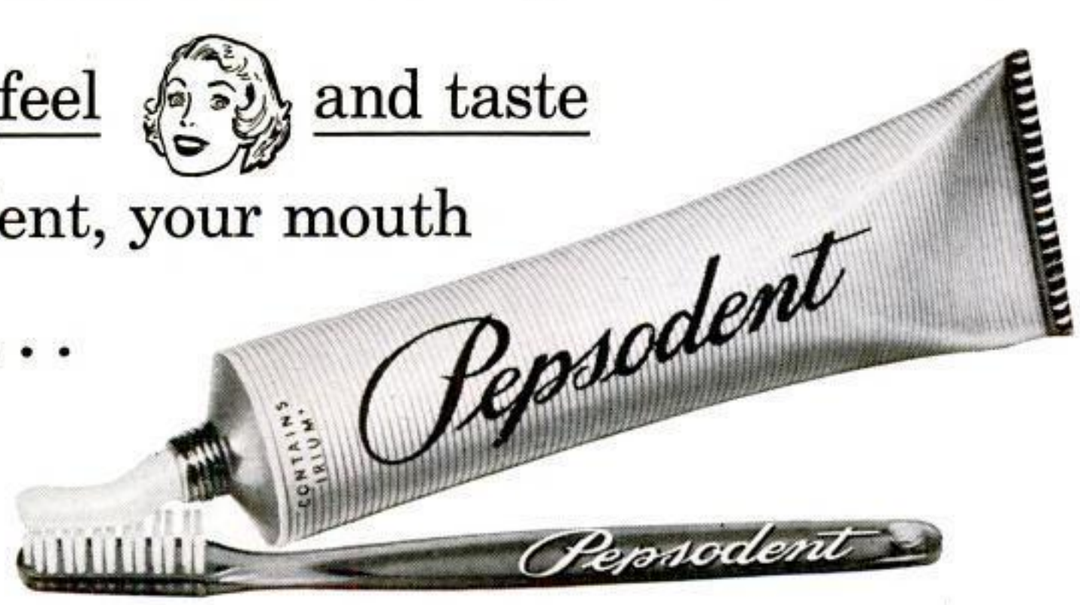
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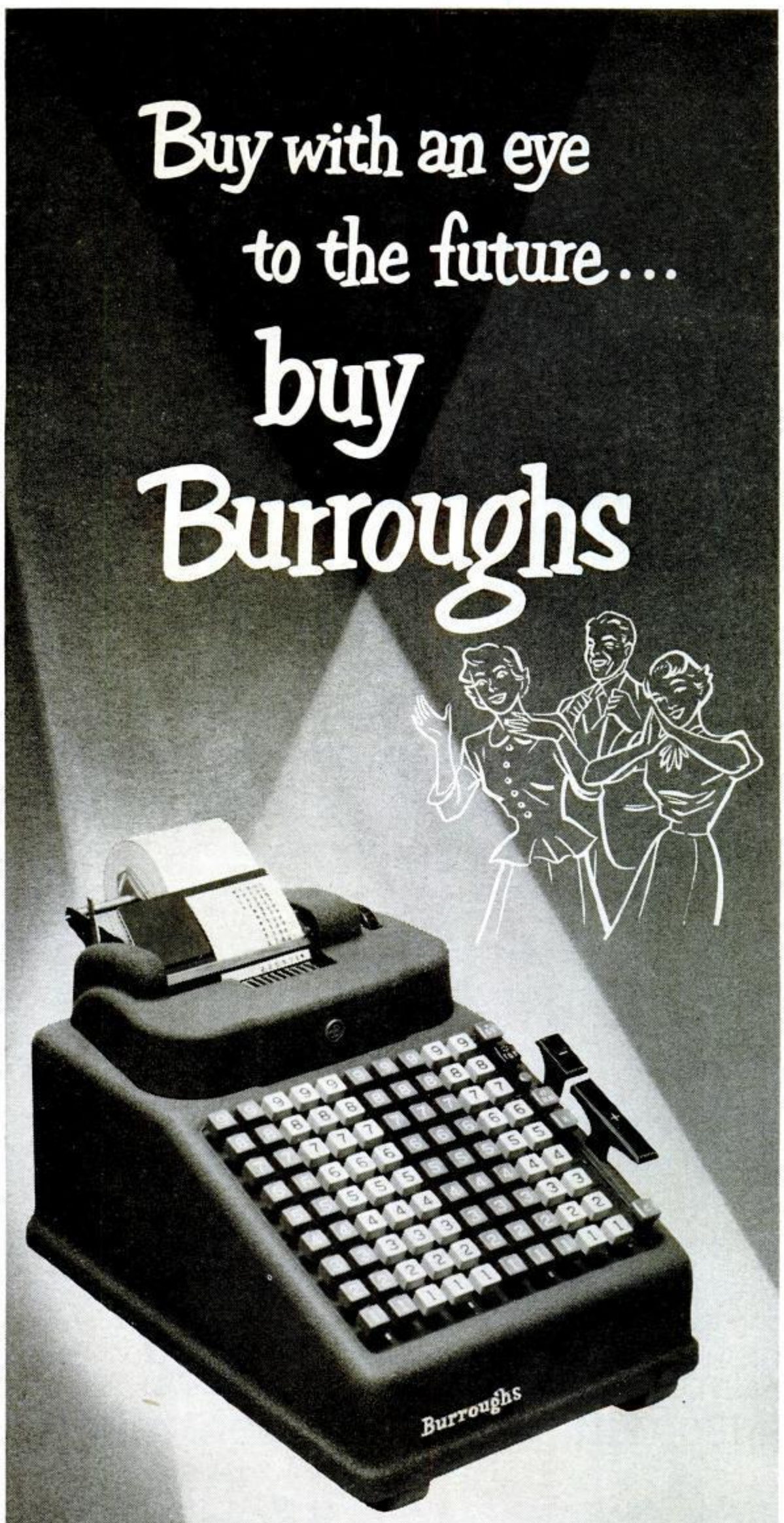
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LETTERS TO THE EDITORS

CONTINUED

ago on an insect-collecting trip and saw a great deal of the country. . . . Santiago is a grand city and I thought the surrounding area much like Los Angeles, but you must get away from the larger cities to see Chile.

I am happy to see her develop her iron, oil and copper, but to date she has made only a start. Her roads are poor and her railroads could stand improving. In the rural areas too much work is done by hand and oxen. Agricultural production per man must be very little, and this is reflected in the fact that about 30% of her people are undernourished. There were shortages of flour, sugar, coffee and even gasoline while we were there.

I came away hoping that modern means of doing things, particularly in agriculture, would make more rapid headway. Until then production cannot provide a decent living for all.

A. E. MICHELBACHER
Assoc. Prof. of Entomology
University of California
Berkeley, Calif.

MISSIONARY

Sirs:

"LIFE Tours with a New Hampshire Missionary" (LIFE, March 3) is priceless to me. I have lived for a short time with the Dukes. They are a fine example of a family that lives the basic Christian principles. Mr. Duke is doing a fine work with these small churches. There is need for more men like him in the ministry. Thanks again for the write-up.

ROBERT W. STERLING
Canton, N.Y.

Sirs:

Your "New Hampshire Missionary" shows that rural life has not changed much, but our transportation has. During 1801, the Reverend Caleb Alexander, having been sent out by the Massachusetts Missionary Society, rode 1,133 miles on horseback through the wilderness of New York state founding churches and schools.

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CAREW SHELDON
Buffalo, N.Y.

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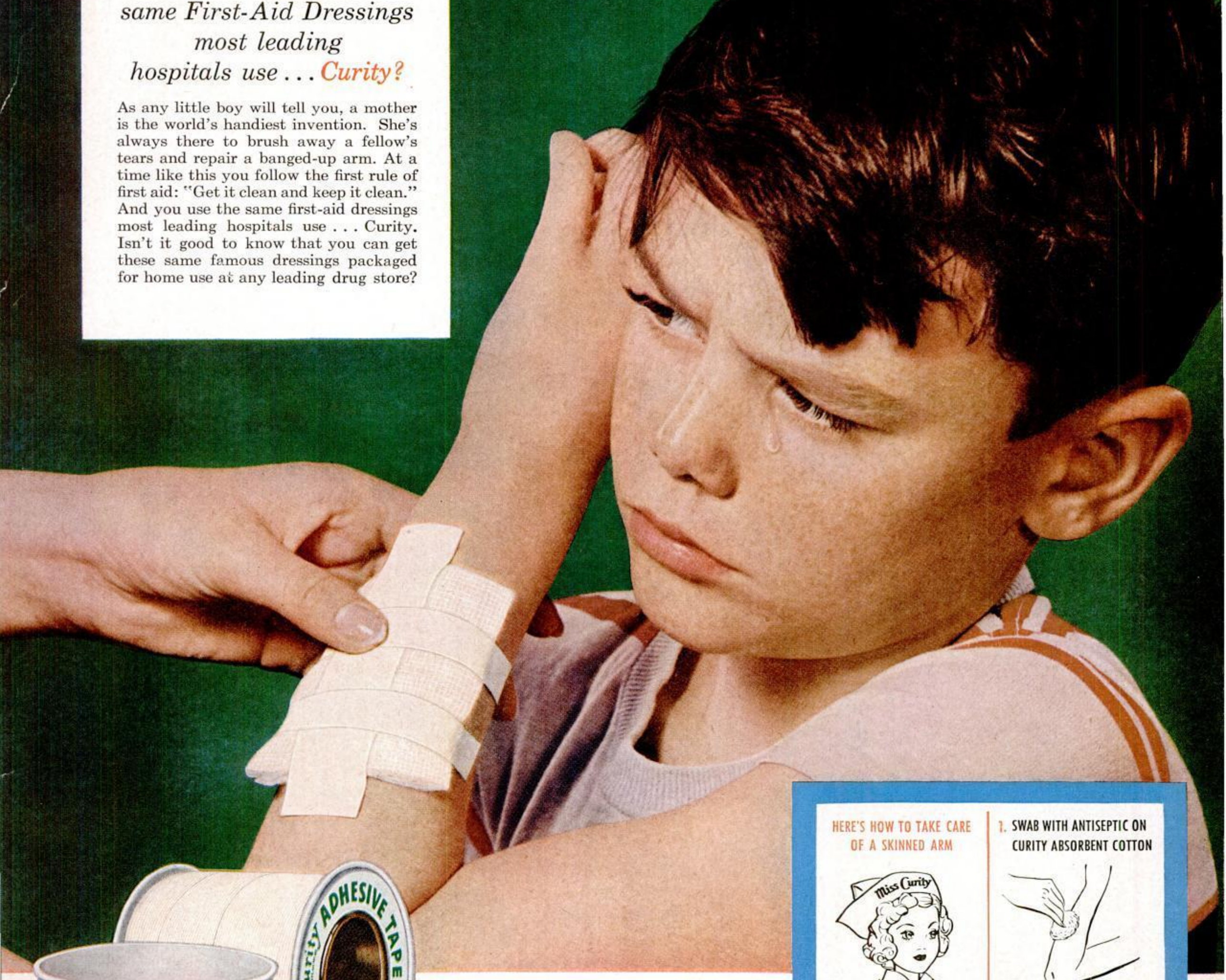


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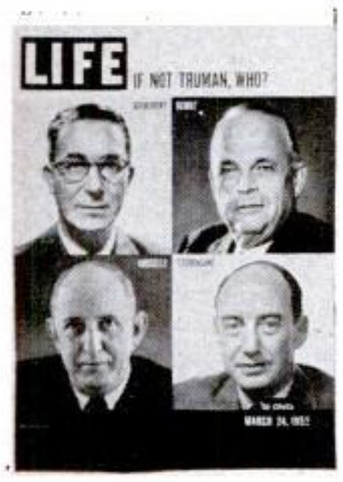
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LIFE'S COVER

The four men on LIFE's cover this week now devote most of their waking hours to politics. But there was a time when each one had some leisure for an avocation. Senator Estes Kefauver was an amateur carpenter and enjoyed puttering around the house. Senator Robert Kerr of Oklahoma was an enthusiastic fisherman and an outdoor cook who liked to barbecue a steak in his own backyard grill. Like a good many of his fellow Georgians, Senator Richard Russell was an avid hunter, particularly of game birds. Illinois Governor Adlai Stevenson's best sport and first love was tennis although in his younger days he regularly rode to the hounds.

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RC makes you feel like NEW!

says **JOANNE DRU** co-starring in **"PRIDE OF ST. LOUIS"**
A 20th Century-Fox Picture

"Acting is fun, but it's also fatiguing. So there are lots of times when I go for a cool, frosty RC. It has a clean, fresh, delicious taste and really makes you feel like new.

"And I know RC is the best-tasting of the colas, for I compared the leaders in a fair and square taste-test, and RC won my vote."

Joanne Dru

ROYAL CROWN COLA
Best by taste-test

Friends, get that RC feeling—that grand new, brand new feeling. TWO FULL GLASSES in the big bottle—everywhere.

Guaranteed by Good Housekeeping

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LIFE
Vol. 32, No. 12 March 24, 1952



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THE INGREDIENTS OF A REVOLUTION

In Cuba last week a revolution unseated an elected president and put a soldier in power. It was an immensely successful revolt because it used with cynical skill the ingredients which have stood the test of many Latin American uprisings. Some of them are detailed below and on the following pages. The way they were ultimately used was as follows:

General Fulgencio Batista, whose "Sergeants' Revolt" had made him the dictator of Cuba in 1933 and who had subsequently served as president, was campaigning flamboyantly (*opposite page*) but not too successfully for the office held by President Prío Socarrás. At 2:43 a.m. on March 10, sport-jacketed and packing a .38, Batista was admitted to Camp Columbia, Cuba's army headquarters near Havana. Swiftly a Batista *junta* of 15 or 20 captains and lieutenants fanned out at the head of little task forces, some with tanks. Within 77 minutes they had control of army, navy and air force.

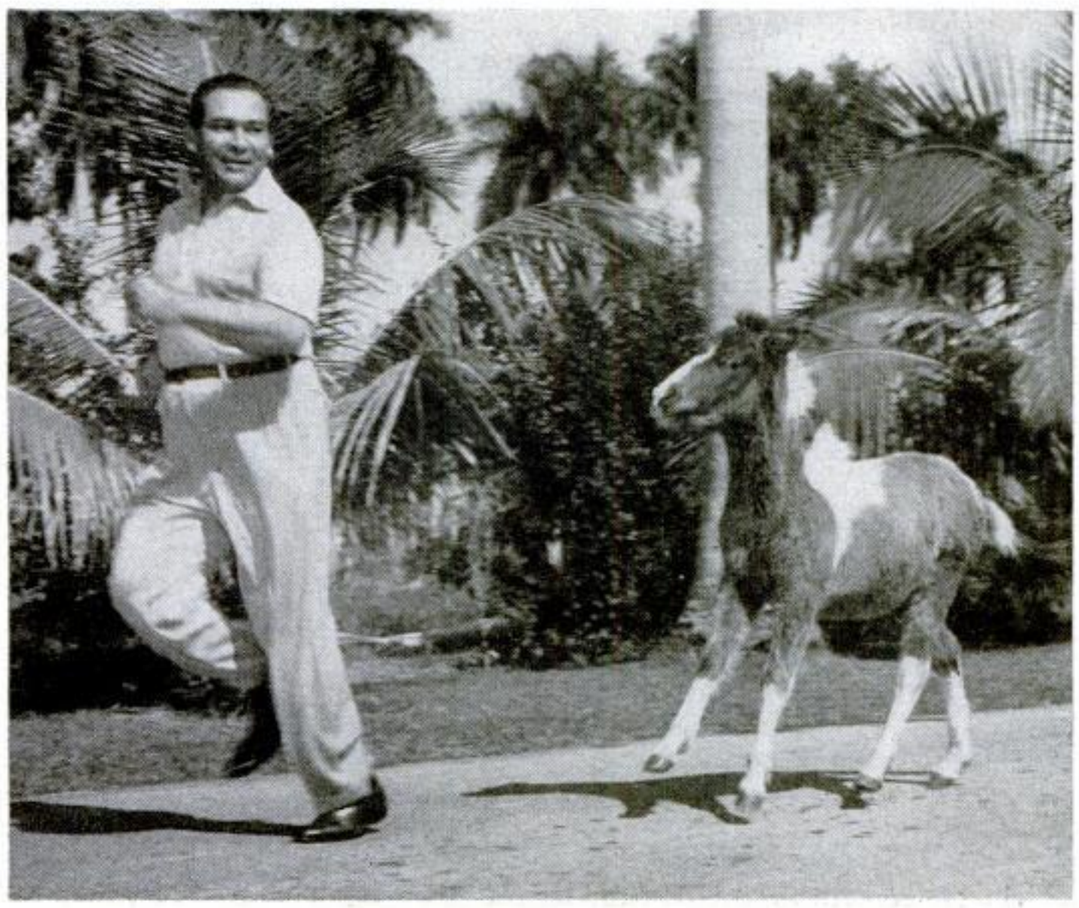
Prío Socarrás fled from the presidential palace. By noon everything was calm and Batista was in complete control. The expert performance of an old pro, the *coup d'état* had been carried out so tidily that nobody seemed to have suspected it was coming; only two men died in it and not even the movie theaters were closed down. Crowed Batista gleefully, "My destiny is to carry out revolutions without bloodshed."



AT 18 BATISTA WAS A RAILROADER



AT 35 HE ROMPED WITH YOUNG SON



LAST OCTOBER, AT 50, HE GALLOPED AROUND HIS FARM WITH TONY, A PONY

1. A LEADER WITH SIMPLE BACKGROUND, SIMPLE VIRTUES

In a successful revolution the leader is probably the main ingredient and he should be as much as possible a man of the people with virtues that are plain and easy to recognize. Batista came from the people and he was poor in everything but his rich mixture of blood—white, Negro, Indian, Oriental. Born on a farm in 1901, he worked variously as a tailor, barber and railway brakeman before he found his natural niche in the army. By hard study for seven years he rose to master sergeant and never forgot—or let anyone else forget—that he was "a common soldier." Nor did he let his people forget that he was a man who loved children—he has had six by his two wives—and animals. On top of all this, Batista was an experienced professional revolutionary, a swashbuckling, powerful strong man. While he was dictator from 1933 to 1940, he made and broke six puppet presidents. When he was president himself in 1941, he outplotted an army plot against him.



BEFORE THE BLOW, PRIO SPOKE CONFIDENTLY



HE WAS HAGGARD, MEETING STAFF AFTER IT HIT



PRIO (DARK GLASSES), CHILD AND WIFE EMPLANE

2. AN OPPOSITION THAT HAS LET ITSELF GROW VULNERABLE

Before a revolution begins, the target should be softened up. Batista's target, the Prío administration, had taken care of that itself. Cadillac-carried and reputedly graft-ridden clear to the top, it had been made vulnerable by its own laxness and corruption. The national lottery was suspect. Public-works contracts (Prío thus spent $5 million a month) often went to dummy firms which profited up to 200%. Gangsters flourished and fought in the streets; in 15 months 11 men died in 23 shootings. Each man around Prío, said a bitter student, "is defending his million." Once Prío himself had been a student revolutionary—against the tyrannical Machado in 1933. But now, charged Batista's pals, he owned 16 estates including Las Alturas, big enough to have a runway for DC6s. Batista's revolt caught him disheveled, shaky and with little support. He fled at first to the sanctuary of the Mexican embassy and then, granted safe passage, flew to exile in Mexico.

← BATISTA'S CAMPAIGN SLOGAN SAID PROPHETICALLY "THIS IS THE MAN"

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WITH NEW ARMY CHIEF BEHIND HIM, BATISTA ADDRESSES TROOPS. DESPITE HEAT THEY YELL, "THE SUN DOESN'T MATTER. KEEP ON TALKING, GENERAL"

3. A MILITARY THAT CAN BE BROUGHT OVER TO THE REVOLT

An indispensable requirement for a Latin American revolution is military backing. Batista got that by working with the army's junior officers, promising them higher commands. They got them promptly and soldiers in the ranks got a pay raise from $67.30 to $100 a month. The police were raised from $91 to $150 for having lined up obediently. When Batista praised his army the soldiers sweated in the hot sun, howling "Viva Batista!" and "Dios bendiga al General!" (God bless the General). Then Batista spiked any effective opposition by closing up the anti-Batista CTC (Cuban Confederation of Labor), arresting its leader, Eusebio Mujal, and detaining Roberto Agramonte, a rival for the presidency. Both were later released. With squads of his "khaki, blue and white" (army, police and navy) on the prowl to keep things quiet, Batista reminded his lieutenants that, while he was promising law and order, they were to remember that "We are the law."



BATISTA'S SMILE WARMS GIFT-LADEN ADMIRERS



HIS NEW POLICE CHIEF (RIGHT) IS AN ARMY MAN



BATISTA'S VOICE PROMISES HAPPY DAYS COMING

4. AND QUICK MEASURES FOR CONSOLIDATING THE SUCCESS

Once revolt starts, it must be quickly consolidated. With the government in his pocket, Batista set out to convince Cubans they liked what he had done to them. He swore he did not want power, had acted only "for love of the people." He charged Prío had plotted his own coup for fear his presidential choice would lose. He came out strong for law and order, and promised prosperity to capital, labor and sugar planters. With a talent for ham, he grinned, waved his arms and gave away his watch, wallet and handkerchiefs to idolators, one of whom yelled, "He's a saint!" In the midst of all this heated spellbinding, Batista did not forget to take a few cool precautions against anyone else who might try to put the ingredients together and brew a counterrevolution. He named an old friend, Francisco Tabernilla, to run the army, suspended civil rights and congress, appointed himself *Jefe de Estado* (Chief of State) and postponed the June elections indefinitely.

CAUGHT IN ACROBATIC MOB AT PALACE, BATISTA IS HANDED NOTE BY CUBAN→

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'POLITICAL WARFARE': A CLEAR CASE

The term "political warfare" (*see next column*) is hard to define even to those who have the will to fight it. In Panmunjom, however, we face an example of it which is clearer than any definition. This example is the disagreement over repatriation of prisoners. It raises in cruel and naked form the question of whether the U.S. supports the rights of all individuals, even exenemies, against their state. Although we lapsed from it by forcibly repatriating Russians in 1945, our traditional stand on this issue has hitherto given U.S. history its only universal and eternal significance. If we now trade away our prisoners' right to refuse tyranny, we behave like any other of history's armed tribes. If we continue to protect this right, we give the world a lesson in the difference between free government and totalitarianism, a lesson that can rekindle the dream of liberty everywhere.

ANTICLIMAX IN CALIFORNIA

Remember the Shengs, the Chinese family who were voted out of their new house in all-Caucasian Southwood, Calif.? For some reactions to that blot on democracy's scutcheon, see page 12. But the scutcheon is not all blots, and Southwood is not America, or even California. Here's what happened last week in Sonoma, the little town where California was declared a republic before it became a state.

Freddie Wing, for many years the Chinese chef at Sonoma's Swiss Hotel, saved his money, joined the U.S. Army, visited China, returned with a bride, had a son, and recently bought a $12,000 house in the all-Caucasian Hillview section of town. On moving in he sent out 200 invitations to a housewarming, including all his neighbors. There were 200 acceptances, including the mayor, both bank presidents and General Hap Arnold's widow. They all came, ate the barbecued pig and the chicken and almonds, and brought presents. Said Freddie Wing afterward, "These people are my friends." Said a neighbor, "We are proud of Freddie here."

End of story. That's the trouble with "good news" from the democracy front: no plot, no conflict and an anticlimactic ending.

COEXISTENCE WITH RUSSIA

OUR TERMS ARE MODERATE, BUT NOT TOWARD THE KREMLIN GANG

Russia had an important anniversary last week, which it largely ignored. On March 12, 1917, the Russian *democratic* revolution installed free government and civil liberties for a few bright months between the fall of the czar and the triumph of the Bolsheviks. To remind Russians of the occasion, the Voice of America carried a message of congratulations on that "common achievement of all classes of the Russian peoples."

This message was signed by 72 eminent Americans of all stripes of non-Communist opinion. Like the McMahon resolution of friendship which Truman sent to Russia last year, it is evidence that Americans by and large retain very friendly feelings for the Russian people and nation. We regard most Russians as victims and slaves of a conspiracy that threatens the whole world, and as our potential allies in overthrowing it.

All this is right and good. But our message last week should also serve to remind our own policymakers of its implications. If the Russians are enslaved (which they are), they and we must both retain the vision of their liberation, of a world without the Politburo. If the cold war is a real war (which it is), it must end either in victory or in an accommodation. What would we mean by victory, and on what terms could we be accommodating? After Stalin, what? This is a real question to which Americans should have an answer.

One answer was given last year by a highly qualified American—George Kennan, our new ambassador to Moscow, in an article in *Foreign Affairs* (it also appears in his book, *American Diplomacy*). The Russia that Kennan could coexist with would free all its satellites, including the Baltic states; would renounce "the ancient game of imperialist expansion"; and would replace the Iron Curtain by "tolerant, communicative and forthright . . . relations with other states and peoples." Beyond that, he warns us against trying to remake Russia in our own image, and predicts that in any case, come war or peace, the U.S. can have but a marginal effect on how Russia is organized and governed.

Kennan's policy is a moderate one and moderation also serves a practical purpose of our political warfare right now. It is the only way to compose the quarrels among the many different groups of Soviet exiles now politicking like mad both in Europe and the U.S. These exile groups range from monarchists to Mensheviks, and also include separatist movements for the independence of Georgia, Ukraine, Armenia, etc. The American Committee for the Liberation of the Peoples of Russia, newly headed by ex-Ambassador Kirk, is trying to merge them into a single political weapon against Stalin. This can only be done by suspending their mutual polemics until after Russia is liberated; at which time the forms and boundaries of government in Russia should be decided not by exiles alone but by popular vote, on the democratic principle of self-determination.

Self-determination is the best available U.S. policy toward the internal affairs of post-Stalin Russia. Our knowledge is too limited. We know from refugees how fiercely millions of Soviet citizens hate their regime. Yet a generation of Communism has taught them not only to fear and obey, but also to build bridges, fill teeth, play the violin and mass-produce the tools of peace and war. The industrial system of modern Russia is a going concern in which the Russian people, who bled so profusely to build it, take legitimate pride. Theirs is the right to dispose of it. How much free enterprise would be good for Russia, how much collective farming, how much religious freedom, how much Great Russian domination of the 179 other Soviet nationalities—these are important questions, but they are for Soviet citizens to answer, not us.

Our terms for coexistence are simpler, but very flat. The Communist imperialism and totalitarianism of the Stalin regime are intolerable. They must be replaced and their sign and seal, the Iron Curtain, removed. When that is done, the West should gladly take its chances on the Russian people. Given mutual access to each other, we can hope to help them rediscover their own lost tradition of libertarian thought, the tradition that once made Russia a fountain of art and truth.

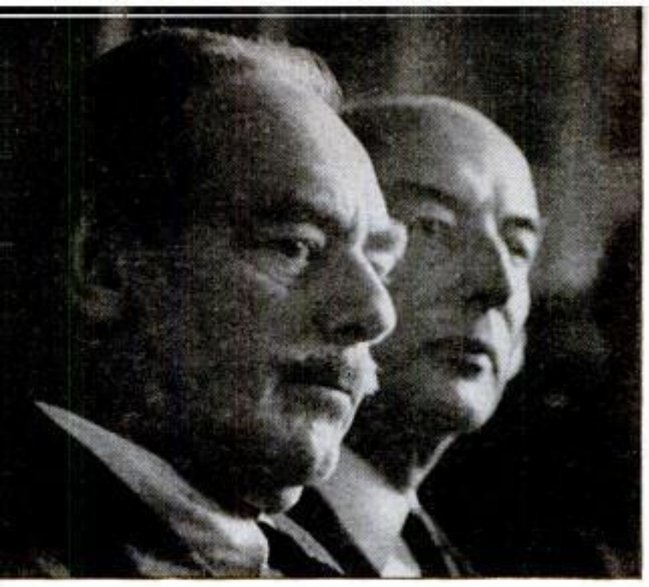
Thus a policy of moderation holds much hope. But it also hides the deepest trap in the path of Western diplomacy.

Kennan half expects that the pendulum of history will automatically bring Russia back into the family of nations. He speaks of an "erosion of despotism," and hopes "to convince the masters of the Kremlin that their grand design is a futile and unachievable one." Here are remnants of the obsolete "containment" policy of 1946–50. Because Stalin is mortal and everything flows, we are asked to hold tight, like Sindbad to the Old Man of the Sea, until Communism itself loosens its grip, changes its spots, withers away. The argument still appeals to a kind of sophisticated, armchair moderation that relies on history to do America's work for it. It is wrong.

That kind of "moderation" is a betrayal, first, of the principle that freedom under law is everybody's right and America's mission. It is a betrayal, second, of those 500,000 exiles from the Soviet Union whose hatred of Stalin reflects the suffering of the Russian people. If we try to "wait out" Communism, their hope of freedom will wither. And with it our strength and self-respect will wither too.

The U.S. has minimum requirements of Russia, but they are irreducible and mandatory: liberation. Our problem is to achieve this with the least risk of hot war. The political war is unlimited and for keeps. It will call for many plans and campaigns; but the very first plan can't be drawn until we have a clear objective, are determined to win it, and know our enemy's name. The name isn't Russia; it's the Kremlin gang.

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TWO SERIOUS SECRETARIES ATTEND A HEARING

In Washington last week a joint Congressional committee met to hear the Administration case for the $7.9 billion Mutual Security Program. Among the witnesses were Secretary of State Dean Acheson and Secretary of Defense Robert Lovett, who sat in appropriately straight-faced silence (*left*) while they listened to the business at hand. Suddenly the proper Secretaries looked across the crowded room and did something (*below*) Cabinet members rarely do—especially at Congressional hearings.



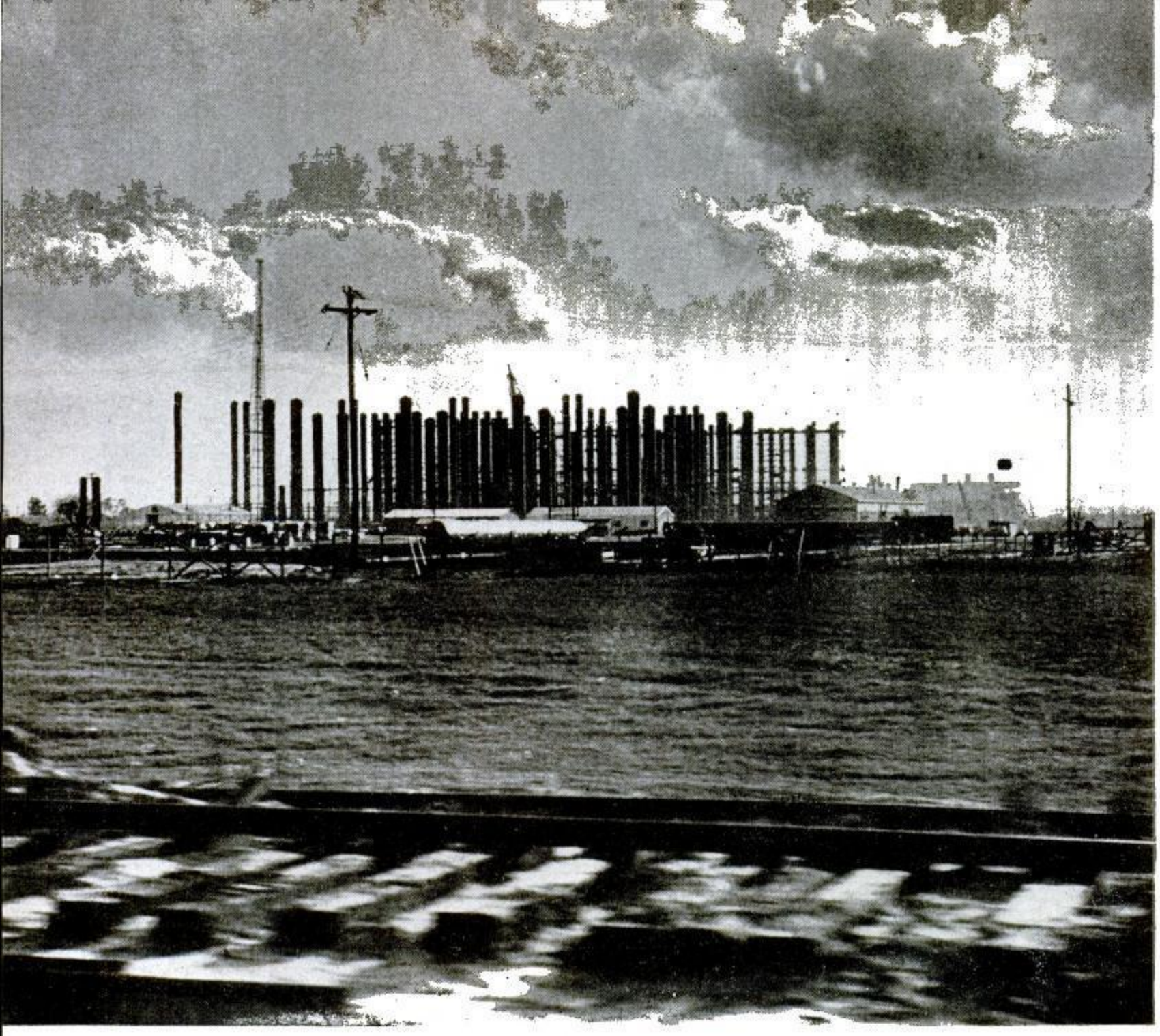
THEY FLASH RARE PAIR OF GRINS

What had brought on their smiles? Senate Committee Chairman Tom Connally certainly hadn't said anything at all funny; in fact it was more than likely that the committee would cut the MSP appropriation in spite of advice to the contrary by both Lovett and Acheson. But their eyes had come to rest simultaneously on what to them was a hilarious sight. A New York *Times* photographer was taking the picture shown at the right. The primly serious subjects were Mrs. Lovett (*left*) and Mrs. Acheson.



AND YOU CAN BLAME IT ON THE LADIES

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H-BOMB PLANT RISES IN SOUTH

The spires above clustered along the Savannah River are turning out some of the most potent substances ever made by man. They were photographed by a New York *Herald Tribune* photographer as his train passed the billion-dollar H-bomb installation recently built in South Carolina by the Atomic Energy Commission. The AEC, which cleared this first picture of the H-bomb plant for publication, offers no explanation of the towering structures, but their form suggests their probable function. They look like distillation towers, and information to be found in standard physics books suggests that that is just what they are. Hydrogen fusion, say these sources, presumably requires some combination of double-weight hydrogen (deuterium) and triple-weight hydrogen (tritium). Deuterium is extracted from heavy water and heavy water may be separated from ordinary water in a distillation tower. Tritium can be made from an isotope of lithium called lithium six. And lithium six may be obtained by separating it from common lithium in fractionating columns similar to distillation towers.



STRUCK TRAINS GET SET TO GO

Fed up with a situation where the Army theoretically ran the railroads but the owners negotiated contracts, 5,000 trainmen went on strike last week, tying up New York Central traffic west of Buffalo. In Chicago (*above*) 75 engines kept up steam, just in case the strike was a short one. It was very short. The government got an injunction and within three days everything was normal—including the fact that nobody knew who was really operating the railroads.



The horde of children in the picture above are paying their respects to the towering old man for a very good reason. "Old Doc" brought them all into the world. George Logan Gardiner, M.D., came to Gueydan, a Louisiana town of 1,000, in 1915. The people soon got to know what kind of man he was when the influenza epidemic of 1917 struck. For 10 days Doc Gardiner did not get to bed, catching occasional naps as

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THE 'OLD DOC' GETS A REWARD FROM HIS BABIES

he was driven ceaselessly from patient to patient in his buggy. Over the years they learned more about him. They learned he did not differentiate between black and white patients, did not care whether people could pay their bills or not, did not care how he had to travel—by pirogue (a slender swamp boat) or buggy or on foot—to reach someone who needed his help.

For almost 30 years Old Doc was the only medical man in the Gueydan area, whose population is now about 2,500. When a flood occurred in 1940, he turned his house into an informal hospital (Gueydan now has an eight-bed one with Old Doc as senior physician).

This month Gueydan paid back something of what it felt it owed to Doc Gardiner, now 67. It celebrated "Doc Gardiner Day" with a Solemn High Mass, a buffet lunch, a parade and the biggest banquet—250 plates—that the town had ever seen. It gave him a new suit, luggage and an easy chair. Dr. Gardiner may be able to use the chair now because he has given Gueydan two sons, George ("Young Doc"), an M.D., and James, a dentist. But, as is so often the case with country doctors, his best memorial was his babies. Altogether about 2,000 people owed their very existence to Old Doc.

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AT A RALLY during his campaign visit to Exeter, Senator Taft was presented with a hen by an admirer and was briefly dismayed, an expression he repeated a few days later when he heard the primary results.

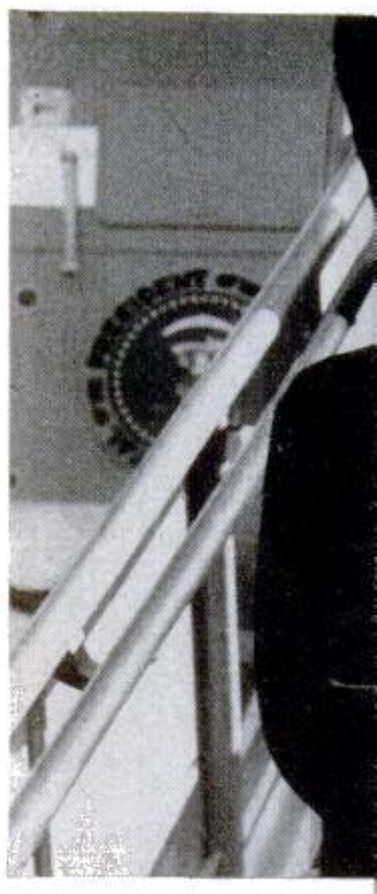


REACTIONS TO

Taft is disappointed, winners

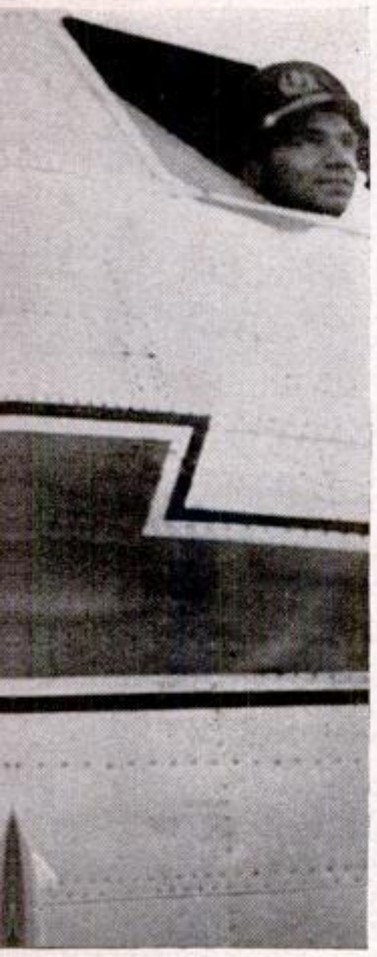
Last week the small (pop. 533,000), politically puny (four electoral votes) state of New Hampshire held its presidential primary election, first of the 1952 campaign. It proved less of a primary election than political explosion, whose results brought appreciative smiles to the faces of many an American common man and somewhat more sharply delineated expressions to four uncommon ones (pictures on this page). For the pre-election dope had been that Taft would win at least four of the 14 Republican delegates—he won none; that he would give Eisenhower a hard battle for the popular vote—Eisenhower beat him in 9-to-7 ratio; and that Estes Kefauver had no chance at all in the Democratic balloting against Harry Truman—he dumped the President, 5-to-4.

Glumly Robert Taft confessed he was "a little disappointed." Estes Kefauver, overjoyed



SLY GRIN wreathed Truman as he left Washington for New York. He was to make a speech that he knew some people thought would contain an announcement. Mischievously he only talked around it.

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BIG GRIN decorated weary Estes Kefauver when he returned to Washington after unexpectedly winning New Hampshire primary. Later he said that he would enter the Florida primary on May 6.

PRIMARY VOTE

take it big and Truman is coy

but a loyal Democrat, declared that his victory represented no repudiation of party policies. Harry Truman contented himself by announcing that the New Hampshire results would not affect his forthcoming decision to run or not to run, followed this with a tantalizing script-tease appearance, addressing 3,300 high-school editors. Grinned Eisenhower: "Any American who is so honored . . . should be proud or, by golly, he is not an American."

What, actually, did the New Hampshire result signify? If, as Taft people insisted, it was only the reaction of a small New England state, perhaps nothing. But if the vote reflected the sentiment of the country, the American people are looking for new political faces. And New Hampshire could mean a great deal to Eisenhower and to four other Democrats who might run in place of Harry Truman (*pp. 118–133*).

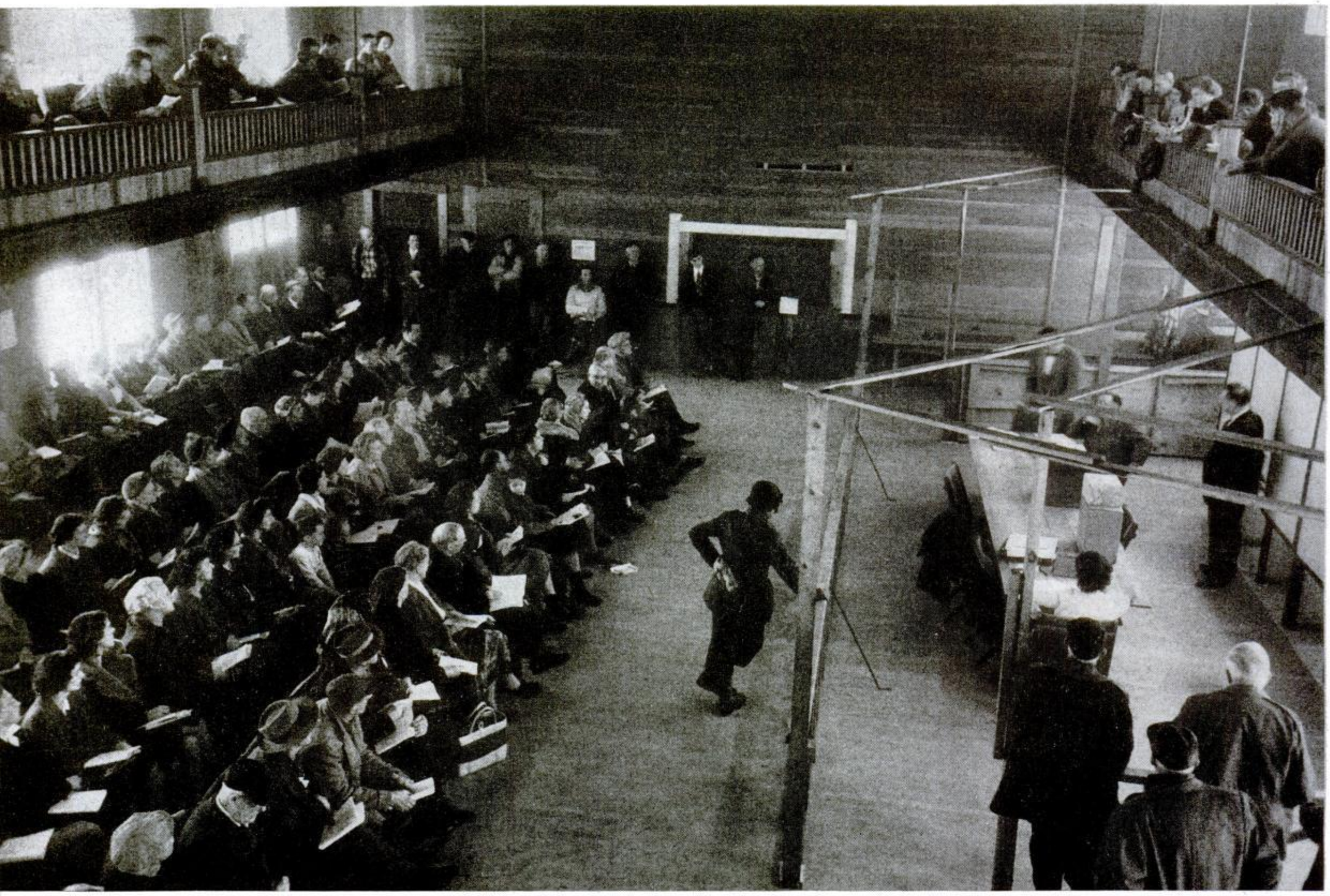




AT AIRBASE in Frankfurt, General Eisenhower smiled broadly after hearing the New Hampshire primary results and said that he was "deeply touched." Here he autographs a picture for a photographer.

CONTINUED ON NEXT PAGE

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AT THEIR ANNUAL TOWN MEETING THE CITIZENS OF OSSIPEE DISPOSE OF THE LOCAL BUSINESS BEFORE ENTERING THE BOOTHS (RIGHT) TO CAST THEIR VOTES

HOT PRIMARY BATTLE DRAWS RECORD VOTE

For undemonstrative New Hampshire this was a hot campaign. Estes Kefauver shook hands everywhere. In three days Robert Taft made speeches in 33 cities and towns, seemed warmly received. Eisenhower men made up in enthusiasm what they suffered by the absence of their candidate, and toward the end the fighting got bitter, with Taft and New Hampshire Governor Sherman Adams, an Ike supporter, trading verbal blows. The resultant balloting produced a new high in state primary voting—and, among losers (*opposite*), new lows in political morale.



IN OSSIPEE moderator Walter White (*left*) and Virgil White discuss town funds during the voting.



IN MANCHESTER fire hall a Taft checker (*left*) and her Truman colleague sit outside voting area.



IN CONCORD Ward 7 election officials total the returns. Concord vote was first to put Ike solidly ahead.

TWO TAFT HEADQUARTERS WORKERS TOT UP RETURNS ON ELECTION NIGHT →

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More women than ever before are saying:

"It's the HANDIEST THING on my Kitchen Shelf!"



Yes, it's a real 3-way soup! You can always count on building a grand meal around big bowls of Campbell's Tomato Soup. And you'll be using it often as a pour-on sauce (seasoned to taste) . . . and as an ingredient in cooking. It lends extra tang and color to so many dishes! Try it all three ways. It's delicious!

Campbell's TOMATO SOUP



"For the children's lunch *I usually have sandwiches with good big bowls of Campbell's Tomato Soup. They love its lively flavor and color."*



"I cook with Campbell's Tomato Soup! *It makes the finest tomato cooking sauce I ever tasted. I got some of my most delicious recipes by writing Campbell Soup Company, Camden 1, New Jersey, for a free recipe book. Why don't you?"*



"My husband comes home for lunch. *He likes a meat or cheese sandwich with a bowl of hot soup—and his favorite soup is tomato."*



"I take it double-rich, double-thick right from the can, *season to taste, heat and pour it over hamburgers, fish and leftovers."*



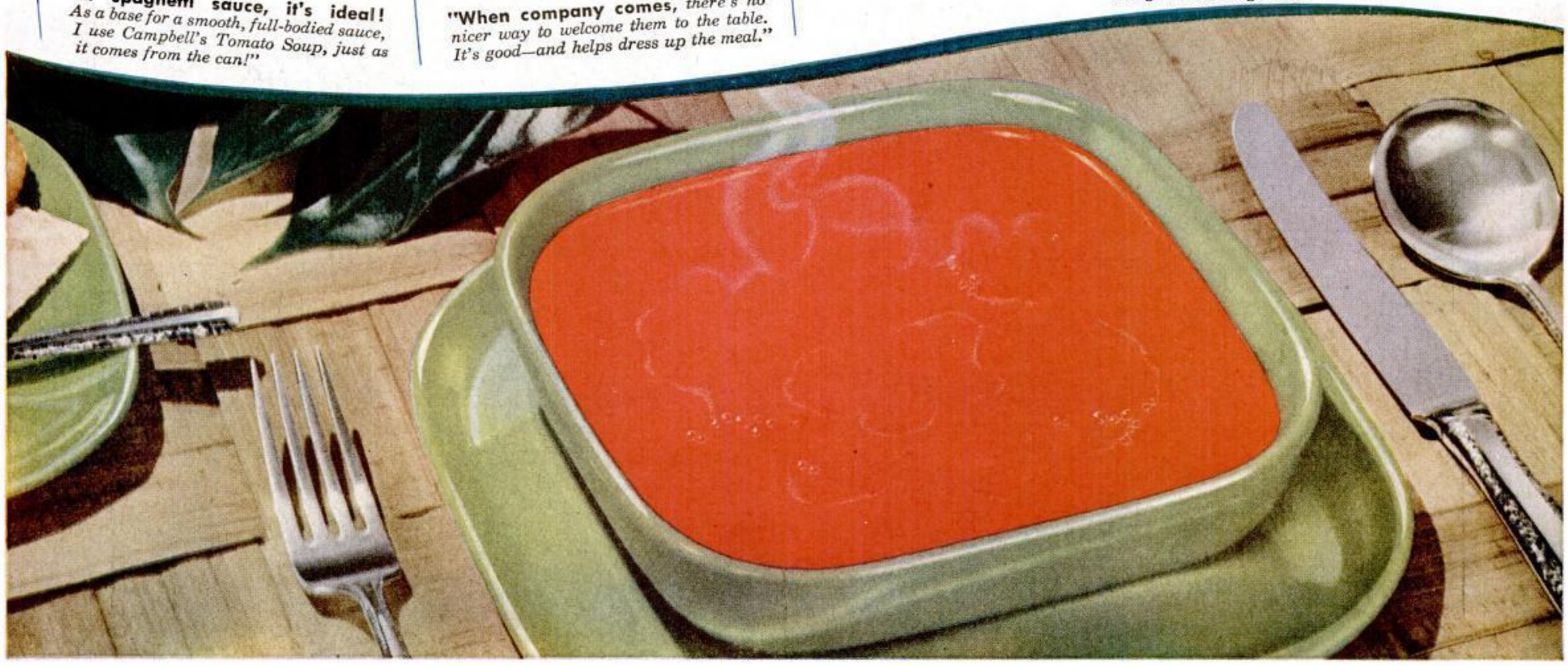
"In spaghetti sauce, it's ideal! *As a base for a smooth, full-bodied sauce, I use Campbell's Tomato Soup, just as it comes from the can!"*



"When company comes, *there's no nicer way to welcome them to the table. It's good—and helps dress up the meal."*



Luscious vine-ripened tomatoes are made into a rich, velvety-smooth purée. Then golden creamery butter and delicate seasonings are blended in . . . to make Campbell's Tomato Soup. You'll enjoy the matchless flavor of this famous soup, as a main dish at lunch, or as a grand cooking sauce.



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6400 Ford Dealers cordially invite you to

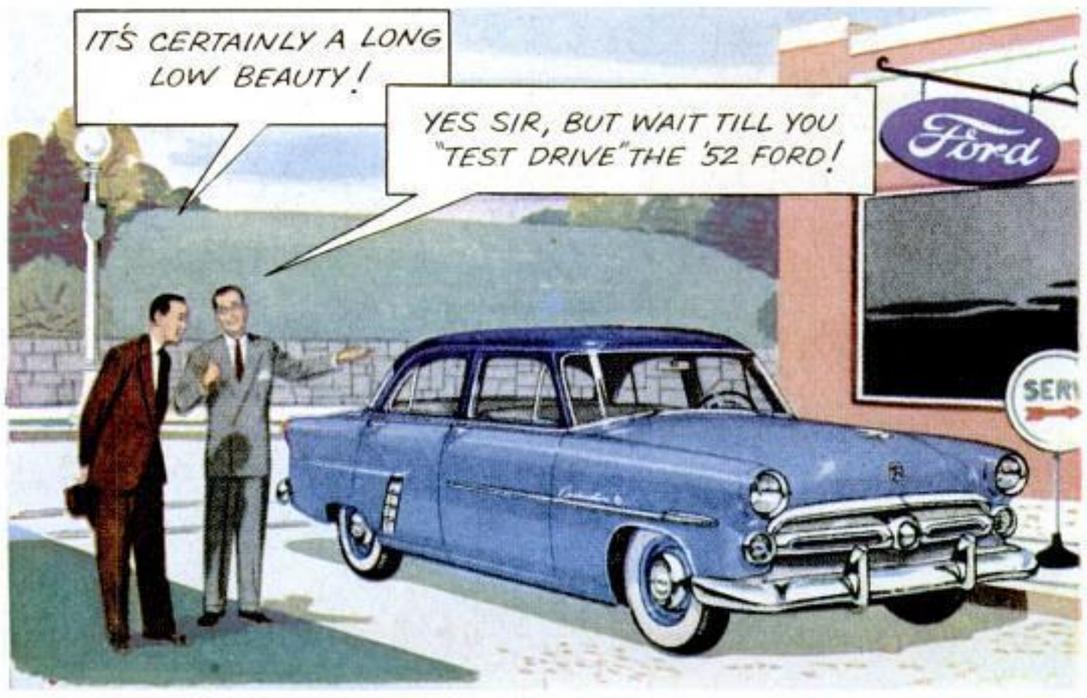
"Test Drive" the Ablest* Car on the American Road



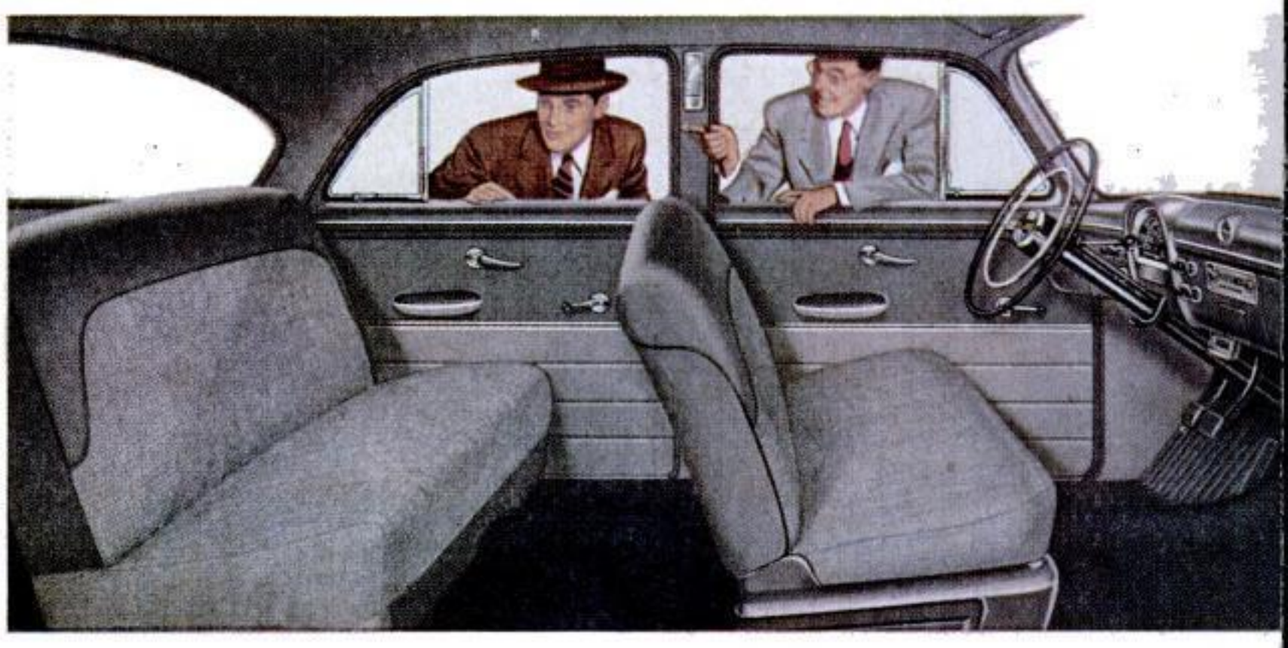
The '52 Ford does more things for more people at lower cost!

Never before has an automobile captured the hearts of so many people so fast! The '52 Ford is already the sensation of the American road. Look it over, detail for detail, and you'll know why people everywhere are saying *no other car, within hundreds of dollars, offers so much in modern beauty and quality workmanship.*

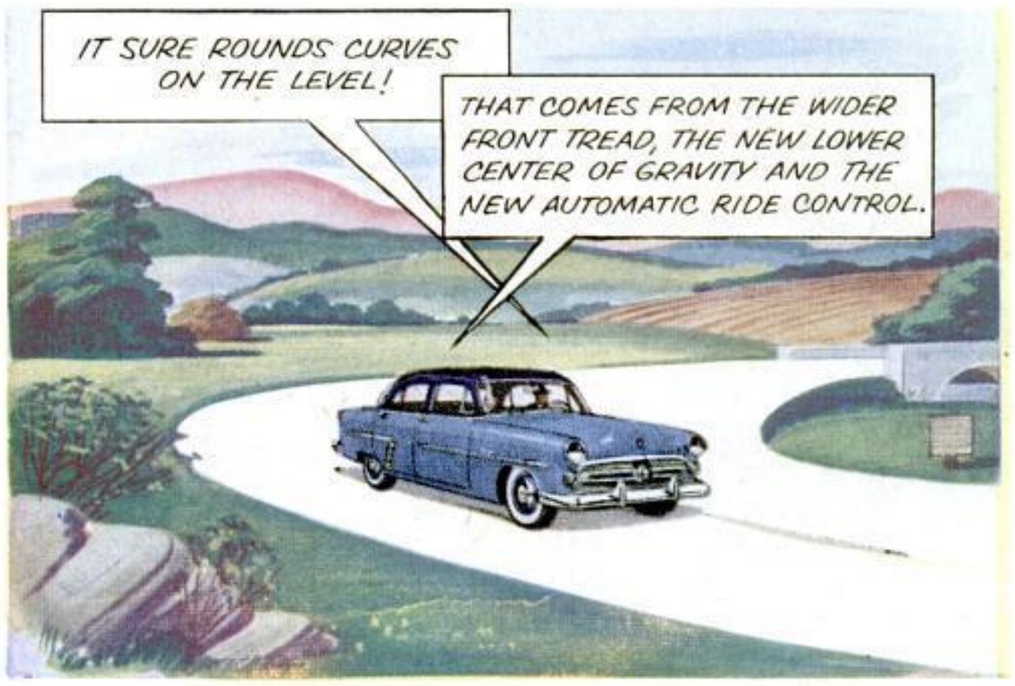
Take the wheel and drive it! Here's a new all-time high in the kind of performance that's made Ford world famous. In road security. In gentled comfort. There never was a Ford, or any other car in Ford's field, to equal it. You'll agree that not only is it America's *newest* new car—it's the ablest car on the American road.



MIGHTY TRIM LOOKING INTERIOR!



THIS IS THE NEW COACHCRAFT BODY- IT'S STYLED TO STAY BEAUTIFUL AND IT'S BUILT TO STAY YOUNG.



NEW FROM THE ROAD UP!

① Rear springs are longer, ② front springs are tailored to model weight, ③ front tread is wider, ④ new K-bar frame is stronger,



and ⑤ wheelbase is longer.

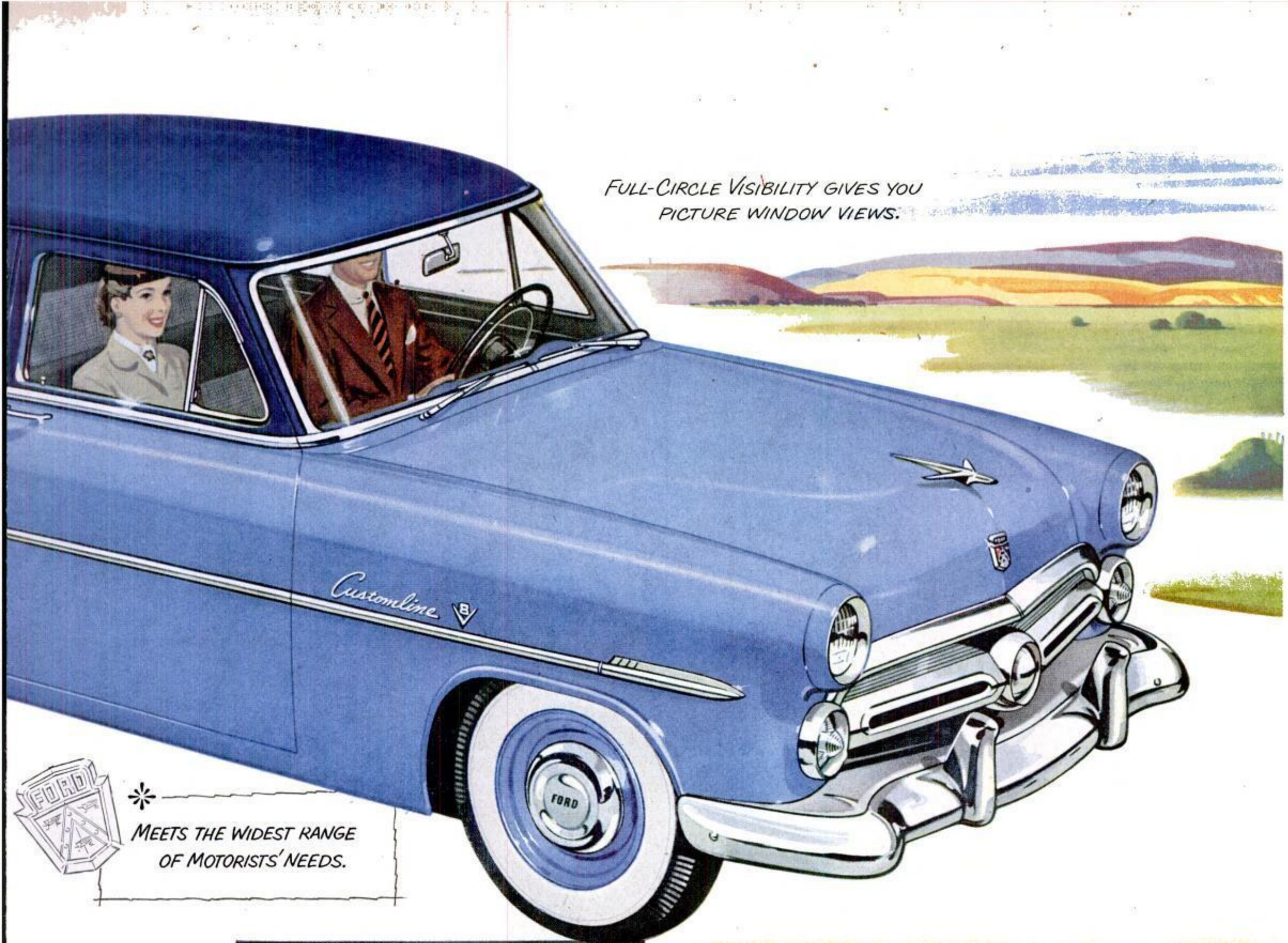
THE FLOOR'S ROOMIER WITH THOSE POWER-PIVOT PEDALS!



BECAUSE THEY'RE SUSPENDED FROM ABOVE THEY ALSO ELIMINATE FLOOR HOLES. AND THEY'RE EASIER TO OPERATE!

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FULL-CIRCLE VISIBILITY GIVES YOU PICTURE WINDOW VIEWS.



FORD

✻ MEETS THE WIDEST RANGE OF MOTORISTS' NEEDS.

FORD'S NEW COACHCRAFT BODY

Its design is the newest and most advanced.

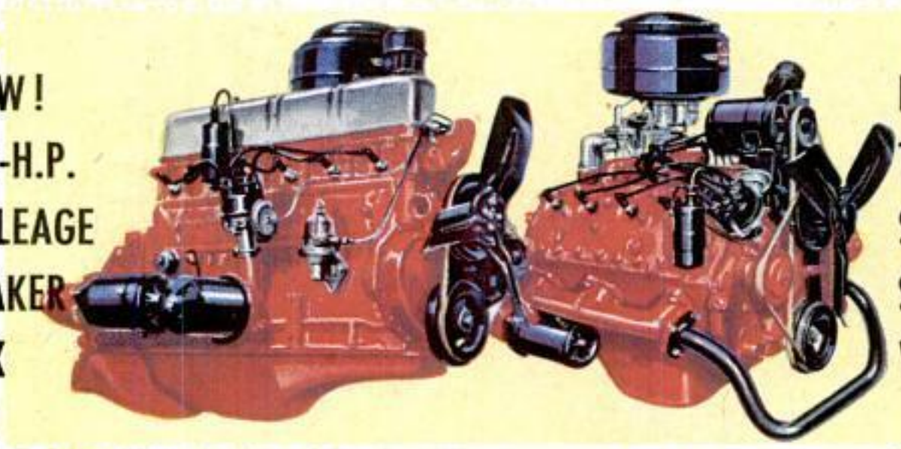
It's hand-finished in Coachcraft details.

Its new hull-tight construction seals out water, dust and draft.

It's available in more color and upholstery combinations than in any other low-priced car.



NEW! 101-H.P. MILEAGE MAKER SIX



NOW! 110-H.P. STRATO-STAR V-8

Newest, finest overhead valve Six in the industry. A completely modern, high-compression, low-friction engine that delivers flashing performance on regular gas.

The only V-8 and the most powerful engine in the low-price field. Now stepped up to 110 h.p. you get finer high-compression performance without using premium fuel.

BOTH WITH THE ECONOMY OF FORD'S AUTOMATIC POWER PILOT!
BOTH WITH FORDOMATIC DRIVE, OVERDRIVE OR CONVENTIONAL DRIVE!



CENTER-FILL FUELING! GAS FILLER IS CONCEALED BY LICENSE PLATE. FUELING IS EASY FROM EITHER SIDE.



White sidewall tires (if available) Fordomatic, Overdrive and two-tone colors on Customline Sedan optional at extra cost. Equipment, accessories and trim subject to change without notice.

The big new '52 FORD

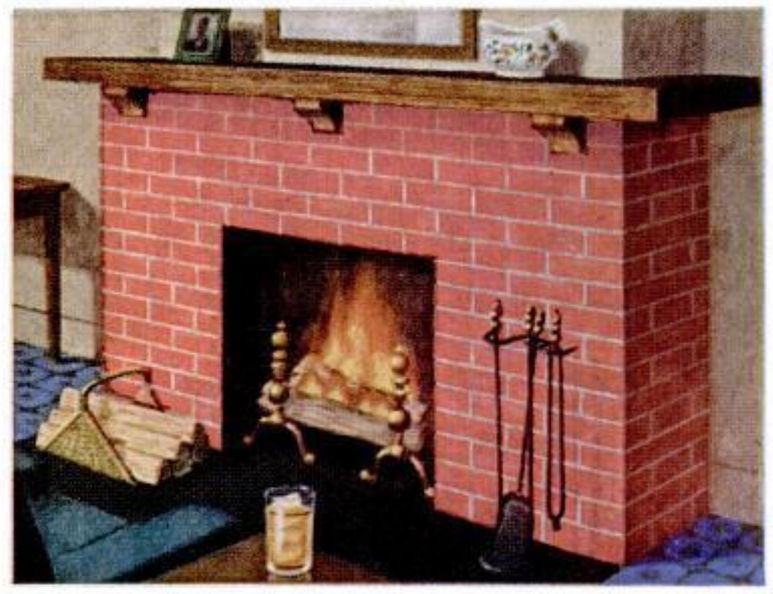
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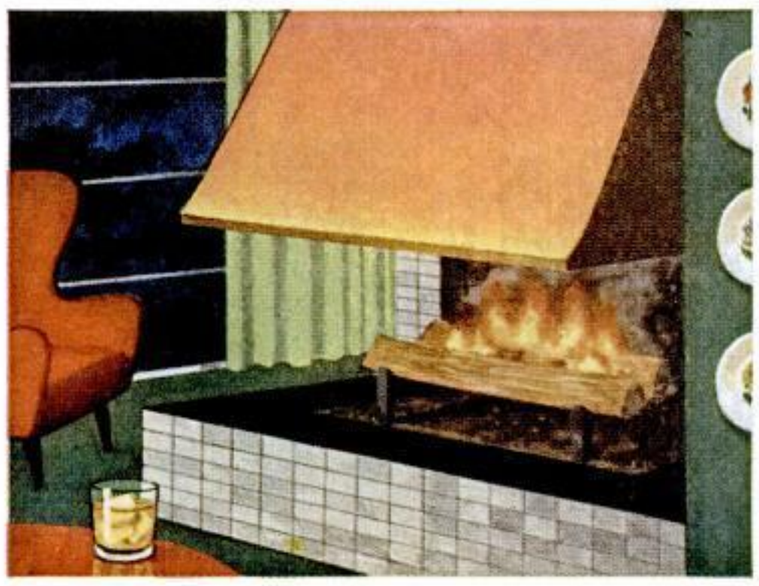






Paul Jones has made evenings cheerier for five generations!







And five generations of experience have produced a whiskey with the extra mildness, extra smoothness, extra-rich, mellow flavor you usually expect only from much higher-priced whiskies.

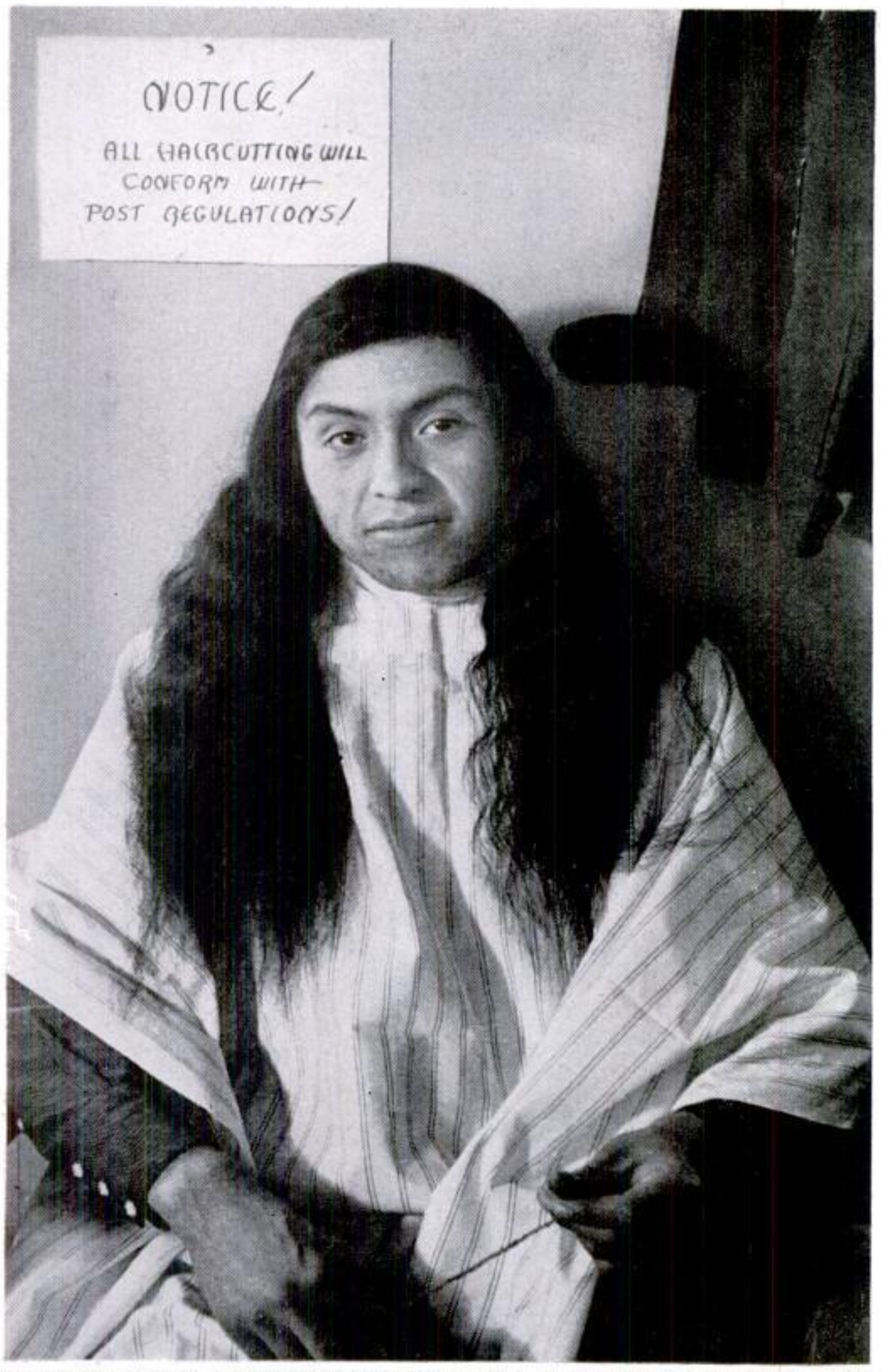
But, there's no extra charge for experience. That's why we think you'll agree when you taste Paul Jones: *You just can't buy a better drink!*

Paul Jones

SINCE
1865

Frankfort Distillers Corporation, N. Y. C. Blended whiskey. 86 proof. 72½% grain neutral spirits.

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IN BARBERSHOP, RECRUIT OATS SITS FOR LAST PORTRAIT WITH HAIR

A CREE GETS CROPPED

True to tribal custom, Robert Oats, who is a Cree Indian, wore his hair in two-foot braids down over his shoulders. But when 20-year-old Robert was inducted into the Army recently, he found that the regulations frown on such individuality even by early Americans. When the Day of the Big Haircut arrived, a good portion of the short-haired recruits at Fort Lewis, Wash. were in the crowd watching Robert get scalped down to the accepted 2½ inches. Said Robert as he walked away from the barber holding his hair in his hands: "My neck's cold."



DURING CUT Oats looks with admiration at half of hair held by barber.

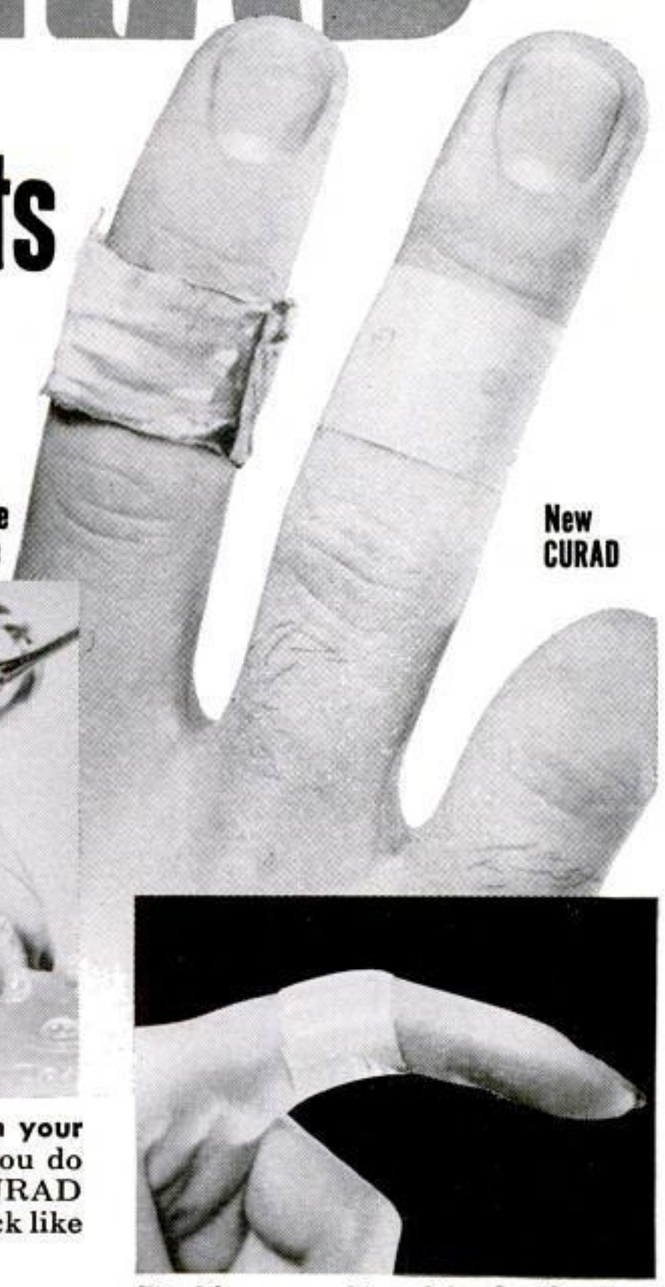


AFTER CUT soldier takes first look in mirror. He sent locks back home.

the new **plastic bandage**

CURAD®

...and it fights germs!

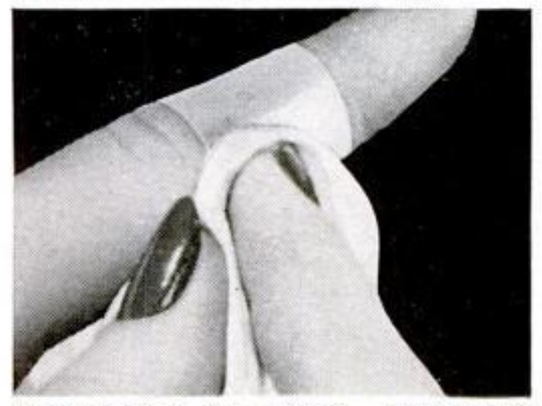




You can wash a CURAD as you wash your hands. And you can wear it when you do the dishes or the family wash. CURAD plastic bandages are waterproof—stick like a bulldog, even in soapy water.

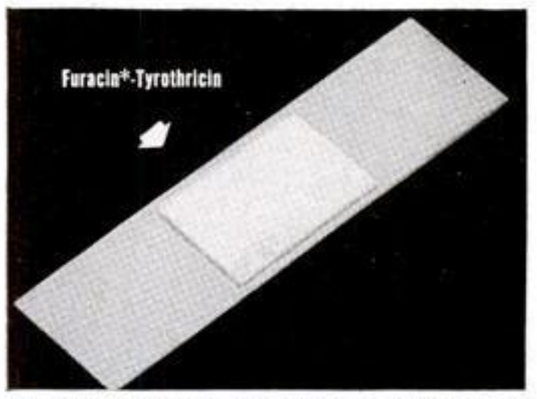
Fits like your skin—it's elastic plastic. Even on such hard-to-fit spots as knuckles, CURAD adhesive bandages stay put, move with your skin. And they're paper-thin.

CURAD
PLASTIC BANDAGES
BAUER & BLACK
Division of The Kendall Company



Wipes clean like china—outlasts 3 old-style bandages. Because CURAD is plastic, dirt can't cling to it, the edges can't ravel, it can't get ragged.





Only CURAD has this new medication that fights germs. In laboratory tests, Furacin-Tyrothricin killed or inhibited all 28 common wound bacteria studied.

A NEW **Curity** PRODUCT

*Eaton Laboratories, Inc. brand of Nitrofurazone

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"Our friends can't believe it's our old TV set!"

Mr. Richard C. Larko, 5526 Hutchinson Street, Chicago 41, Ill. says: "Fact is, the picture is better than the day our set was delivered 3 years ago. That wonderful new G-E ALUMINIZED TUBE makes the difference—we never had such a clear, bright picture before!" No ordinary tube matches the brightness and contrast of the G-E ALUMINIZED TUBE.

Pictured is Marlin Perkins, star of the Zoo Parade

The picture is <u>better</u> <u>than</u> <u>new</u> with a G-E Aluminized Tube



EVEN WHEN NEW, ORDINARY TUBES often give faded, hazy pictures like this . . . because the phosphor surface on which the image glows sends light two ways: (1) Forward, directly toward you (2) Backwards, inside the tube. Ordinary tubes bring you only the first part of the light; the rest is lost. The picture degraded. White areas are too dark. Black areas are too gray. Contrast and realism are poor. The dim, dull picture is hard on the eyes. . . . may cause eye strain.



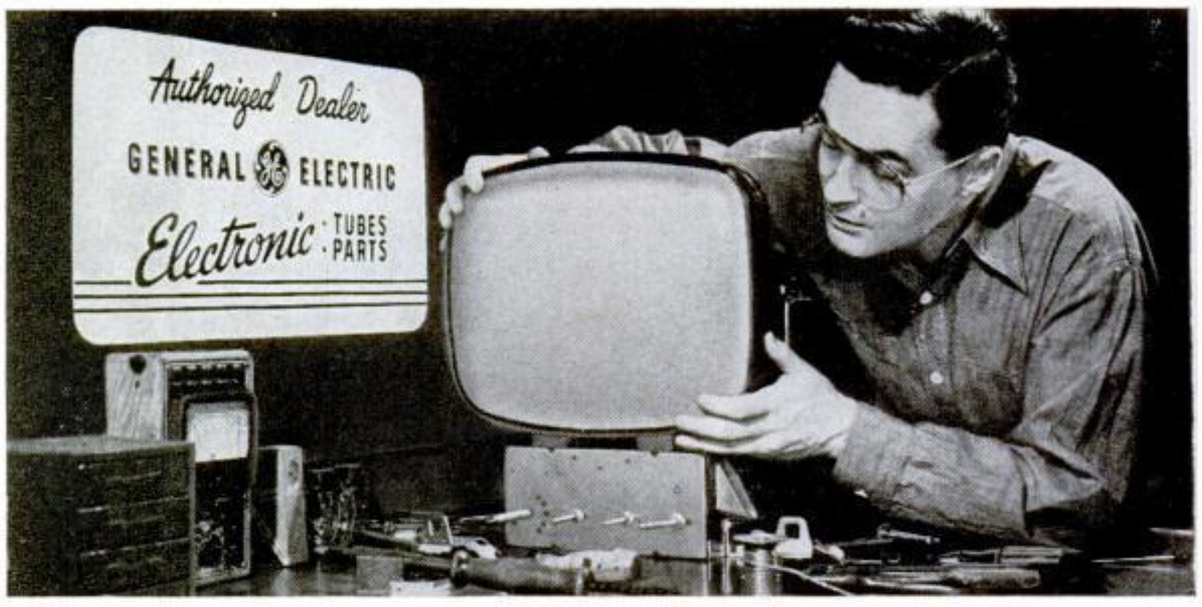
THE G-E ALUMINIZED TUBE INCREASES PICTURE BRIGHTNESS UP TO 100% with no increase in voltage. Revolutionary in design—a mirrorlike film of aluminum behind the phosphor surface reflects—toward you—the light ordinary tubes waste. There's no comparison in sharpness, contrast! Be sure you get the G-E ALUMINIZED TUBE warranted by the quality name in TV—GENERAL ELECTRIC. No ordinary tube—new, rebuilt or reconditioned—can assure the same result.

THE SIGN AT THE RIGHT identifies authorized dealers for genuine General Electric TV and radio tubes . . . in the familiar blue and orange cartons. Easily, quickly installed in any make of set at low cost. For prompt and reliable service, call the service dealer who displays this sign. *Tube Department, General Electric Company, Schenectady 5, New York.*

You can put your confidence in—

GENERAL ELECTRIC

166-1A2



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LIFE ON THE NEWSFRONTS OF THE WORLD

U.S. transfers Formosa command, Newbold Morris gets mad and the Bunny gets some consideration

The U.S. was still trying to make headway in the Korean truce negotiations. On March 13 the Defense Department suddenly announced that the Philippine-Formosa area of the Pacific had been separated from General Ridgway's command and placed under Admiral Arthur Radford. This might allow U.N. negotiators to accept the Communist demand that the U.N. end its protective blockade of Formosa. (The blockade would continue, but would be solely a U.S. affair because Radford, unlike Ridgway, is solely a U.S. commander.) It was a hairsplitting distinction, but at least it was an effort.

The Russians were making no effort at all. In the U.N. the Reds' Yakov Malik repeated the charge that the U.S. was using germ warfare which the Chinese had made the week before. The Red Cross agreed to investigate the matter, if both sides would cooperate. The U.S. accepted but the Chinese said they had appointed an "independent" investigating team.

On March 15 the Army announced that there had been new riots in the prison camps on Koje Island off southern Korea and that "quiet had been restored." A rock fight broke out between rival groups of North Korean prisoners, and in the uproar nervous South Korean guards—despite the efforts of an American security officer to stop them—fired into the compound, killing 12 and wounding 26 of the prisoners.

Socialism gets watered down

Britain's first non-Socialist budget since 1945, presented to the House of Commons last week by Chancellor of the Exchequer R. A. Butler, contained a new approach to the nation's grievous economic problems. Government subsidies to food producers will be cut, and thus food prices will rise; imports will be cut, and thus there will be no relief from "austerity." But income taxes too will be cut, at least in the lower brackets, and there will be new incentive for increasing production.

It took real political courage on the part of



EXCHEQUER CHANCELLOR BUTLER

the Conservatives to aim for old-fashioned solvency through sacrifice and the profit motive. Previous chancellors, presenting milder budgets, often fortified themselves with nips from a carafe. Churchill did so in 1924, drinking an unidentified liquid. In 1945 Hugh Dalton drank milk and rum; last year Hugh Gaitskell drank orange juice and rum. But Chancellor Butler boldly delivered his message on plain water.



In Chicago the Southtown Economist, *a big community newspaper, held an artists' contest to find a suitably modern version of Uncle Sam. First prize of $2,000 went to Eliot Freedman of North Hollywood, Cal., who made some sweeping changes* (above). *But for some reason he neglected to paint out that peculiar vest Sam wears. It makes him look nonconformist, somehow unstable, a man who might easily be blackballed at the country club or kept forever at the ribbon counter.*

Russia proposes a unified Germany

Last week it looked as though West Germany would soon become an independent republic. Allied high commissioners might be withdrawn as early as mid-May.

The prospect threw the Russians into a spin. On March 10 Moscow called for an early Big Four conference on Germany and proposed that Germany be united, permitted to have its own armed forces, sponsored for membership in the U.N. but kept out of NATO.

It was, as the London *Times* called it, "the most skillful and effective" proposal the Reds have yet made. Designed to capitalize on German hopes for unity and make the West Germans think twice before jumping into NATO, it was also designed to scare the French, who are already worried about rearming West Germany, let alone all Germany. West Germany, however, went ahead with its plans and the French were only mildly upset.

The Allies did not make an immediate reply. If the proposal was simply another propaganda move, as most thought it was, the West could expose it by getting a realistic answer to one question: are the Russians, who have always opposed free elections in Soviet-occupied East Germany, willing to hold some now?

Toronto, glutted with consumer goods, was in a spectacular price war. The State Vacuum Stores Ltd. were accepting old, worn-out brooms as trade-ins on vacuum cleaners. The Better Plumbing Co., Ltd. would take old straw hats and knock $110 off the price of new refrigerators. The Mayfair Radio Co., trying to move 17-inch television-radio-record players, would allow $200 on "anything."

The U.A.W. cleans house

On March 11 a Congressional investigating committee found evidence of Communist domination in gigantic Local 600 (45,000 workers at Ford's River Rouge plant in Detroit) of the United Automobile Workers' Union. On March 14 U.A.W. President Walter Reuther did something about it. After a 17-hour union trial that broke up at 3 a.m. on March 15, the four top officers of the local were removed and replaced by an administrative board which will manage the local's affairs until an election is held.

The Army was holding a school for "Enlightened Stinginess" at Aberdeen, Md. While a class of generals listened to lectures, recruits tromped around chanting these words to the tune of Sound Off:

If you're sad and mad and feeling bad
Cause you haven't had a check from Dad,
Here's something to stir up your spleen,
Thirty-two bucks for one carbine. . . .
Overcoats don't come from Heaven,
The one you wear cost thirty-seven.
The cost of living's going up,
Two eight-six for canteen and cup. . . .

Morris takes his shirt off

Republican Newbold Morris, President Truman's investigator of corruption in the government, was himself being investigated by a Senate committee, of which Republican Senators McCarthy, Mundt and Nixon are members. His wife had warned him to keep calm, but when the questioning got rough he became enraged.



MORRIS AND HIS WIFE'S ADVICE

McCarthy accused him of being either "the greatest dope and dupe of all time" or of having made "profits . . . soaked in American blood" as attorney for a Chinese oil-tanker company. At this Morris accused McCarthy of "mental

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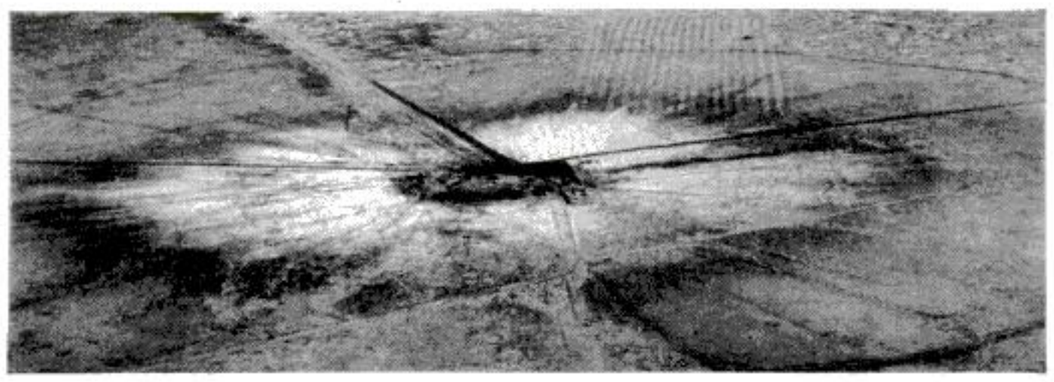
brutality" and of "going after me like a dog." He said he could not "take the insinuations left by diseased minds" and told McCarthy that "You've knocked off the characters of others, but you'll not knock off mine." At week's end Morris went home to New York to rest for next week's session and to get some more advice from his wife. Meanwhile, Nixon said the outburst revealed "instability" and convinced him that Morris should not be given subpoena powers, without which Morris' mission will quickly fail.

President Truman's plan to reorganize the Bureau of Internal Revenue was approved by the Senate. It replaces the 64 politically appointed state and district collectors with Civil Service men, thus at least in theory assuring that future collecting will be done by men who have been trained for the job and who may be less likely to tap the till.

New Mexico worries about a crater

The Atomic Energy Commission was worried about what to do with the crater on the flatland near Alamogordo, N.M., where the first A-bomb was exploded in 1945. The crater is still radioactive.

Early this month AEC decided that the crater must be filled up with earth and told a contractor to go ahead and do so. This upset the New Mexico Chamber of Commerce and the Motel-Hotel Association, who figured it would be bad for the tourist business. But what might be



THE A-BOMB CRATER, 2,400 FEET ACROSS AND 25 FEET DEEP

even worse for the tourist business were these questions: if the crater is a hazard, what about all the people who have already visited it and carried off souvenirs? Are they contaminated? What about windblown dust? Is it spreading radioactivity across the Southwest?

Apparently the radioactivity was so slight it would take prolonged exposure to injure man or beast, and AEC was simply playing it safe.

The Vatican newspaper L'Osservatore Romano *revealed that the Pope shaves with an electric razor and that a pet goldfinch named Gretel "puts itself on the hand wielding the razor. . . . Gretel uses all its energy in its morning song, jumping audaciously to his shoulders and to his head, and becoming sad only when the razor stops."*

Seattle worries about cavities

Children in Seattle suffer from appallingly bad teeth—98% of them have unfilled cavities and some have full dental plates at the age of 3½.

One way to combat tooth decay is to put fluoride in the drinking-water supply—many cities have done so with good results. But when this was suggested in Seattle it touched off a violent battle. Christian Scientists held that fluoridation violated their religious beliefs (they classify it as medication, to which they are opposed) and was an invasion of their rights as citizens (compulsory socialized medicine). Fluoridation was mentioned in the same breath with the experiments of Nazi doctors on human guinea pigs, fluoride was called "a poisonous drug" ("Yeah, and what'll it do to my car battery?") and was blamed for countless ills including financial anxiety and nymphomania. The supporters of fluoride pointed out—and were not refuted—that it has scientifically proved its worth, that it does prevent tooth decay.

On March 11 Seattle voted on the question and fluoridation was defeated, 86,230 to 44,841.

The life expectancy of the average Easter Bunny is about a week, and his end is usually tragic and bizarre—his nostrils are cemented over with Pablum or he starves, unable to swallow because Baby has knotted his ears tightly around his throat like a bow tie. Last week it looked as though the Bunny might get a break. In Washington, D.C. a bill was being considered which would ban the sale of live rabbits, chicks and ducklings in the District during a six-week period, three before and three after Easter.

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This could happen only in America



A 50th Birthday Message
from The Texas Company

FIFTY years ago a tiny company was started in Beaumont, Texas, where oil had just been discovered.

This company started with one tract of land which might contain oil, one storage tank, one short stretch of pipe line, one pile of bricks for building a refinery—a little money and a lot of hope.

On its golden anniversary, this company has 9,700,000 acres of producing or potential oil land in the United States, owns or operates more than 7,000 miles of pipe lines, drills close to a thousand new wells each year, has refineries, oil storage tanks, distributing plants, research laboratories and all the other complex facilities needed to serve customers in every state of the Union and throughout the world.

This company also has today over 100,000 owners—investors whose faith and dollars helped it to rise to its opportunities.

Such things could happen only in America—because only America gives men the freedom to make them happen.

This is a land where men have been free to run risks and reap the rewards their courage and judgment deserve.

It has been a land where men have been free to invent or invest—to pioneer or produce—to the limit of their ability and their vision of what could be done.

It has been a land of independence of thought and action—in which the best man was allowed to win.

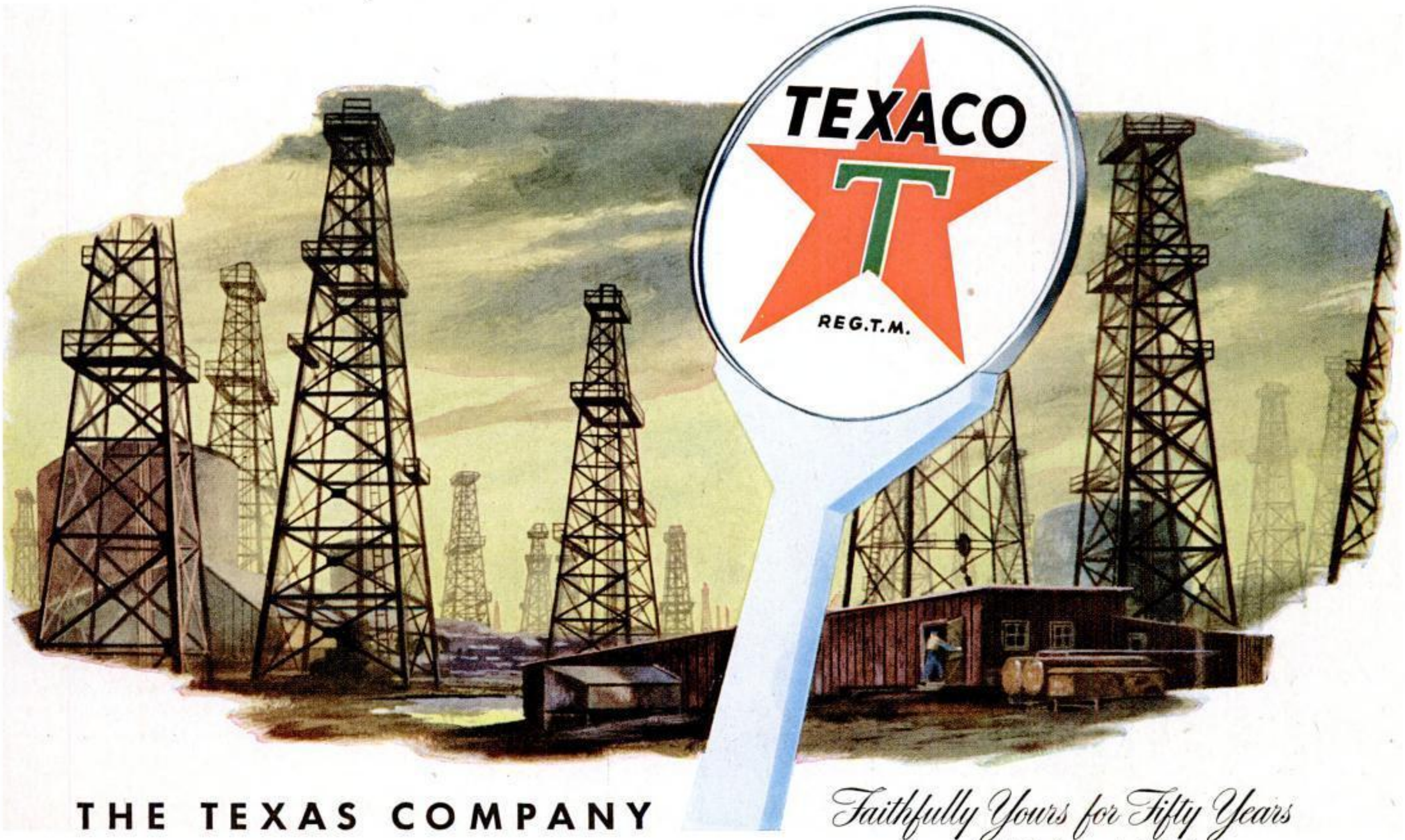
The Texas Company has gone it alone in the oil business—asking no favors—standing on its own feet—competing for its share of the business by developing and marketing good fuels and lubricants—seeking no security except that which it could earn.

Other companies have gone it alone in other industries. And we—and they—and America have grown together, beyond anything the world has ever seen.

It is not by accident that America builds 83% of the world's automobiles—generates 42% of the world's horsepower—and produces 51% of the world's oil.

That is why America, over the past fifty years, has been known as "the land of opportunity."

That is also why, in a world which lives today in the shadow of conflict and in an atmosphere of economic uncertainty, America shines as an island of hope for all to see.



THE TEXAS COMPANY

Faithfully Yours for Fifty Years
1902–1952

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The Lighter Slant

on pancakes

"Make pancakes lighter," a lot of you urged Pillsbury. So Pillsbury made them lighter. That's the plain and simple story about Pillsbury Pancake Mix. Just one more thing: You folks who take a dim view of old-style pancakes—enjoy all the lighter Pillsbury's you want. Get the lighter slant on pancakes today.

Pillsbury

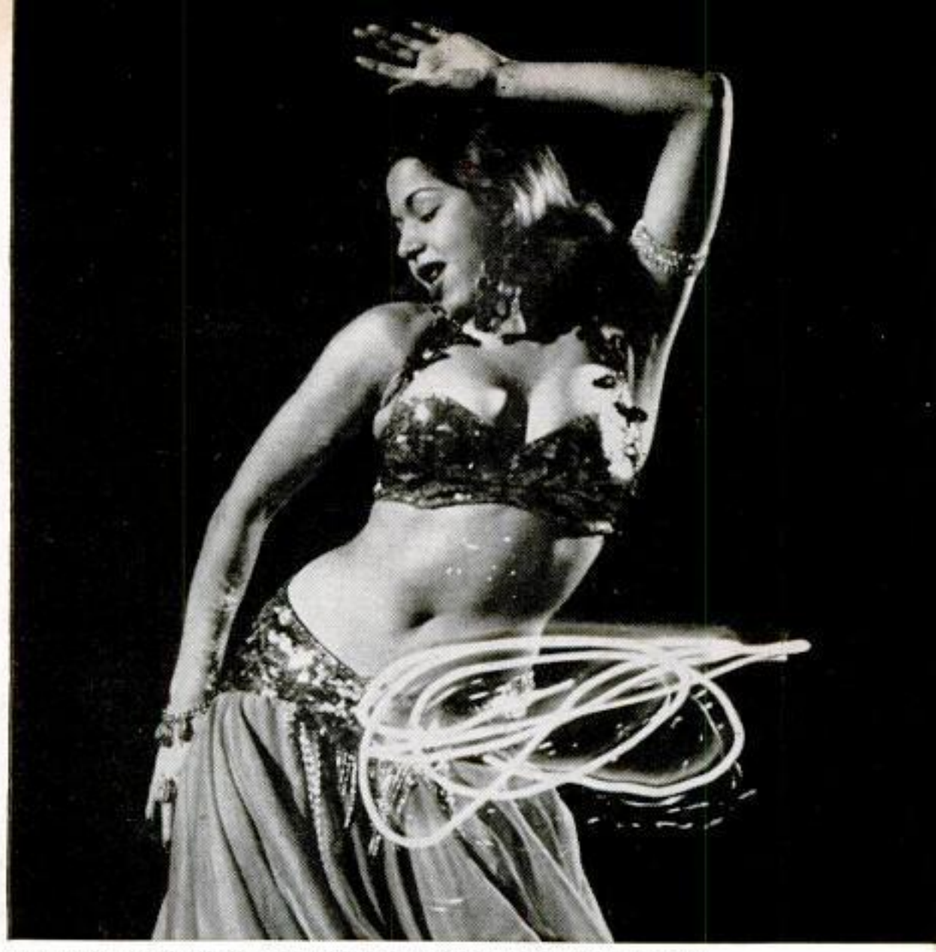
for lighter pancakes

PANCAKE DAYS ARE HERE AGAIN!
See Pillsbury display at your grocer's.

P.S. *Pillsbury Buckwheats are lighter, too. Milk is all you add to either one.*

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SIDEWISE THRUST MAKES A LASSOLIKE PATTERN

MAZDA MOTION

In U.S., Samia and flashlight reveal secrets of ancient art

Ever since he saw Gjon Mili's pictures of Picasso's flashlight drawings in the dark (LIFE, Jan. 30, 1950) LIFE Photographer Loomis Dean has been looking for another art form applicable to the technique. He found it last week at a New York club, the Latin Quarter, where Samia Gamal does the belly dance which won her the approval of King Farouk, who named her National Dancer of Egypt, and marriage last year to a Texas heir, Sheppard King III.

To Samia's skirt, just below her navel, Dean attached a flashlight bulb, strung wires around her hips to two tiny batteries. Then he had her dance in a dark room, opened his shutter for a time exposure so that only the flashlight patterns were recorded on film, finally flashed a strobe light to catch the rest of Samia. As his pictures show, the dance which Samia says is 4,000 years old, is somewhat more complicated than the standard American bump and grind. Samia describes it thus: "I move everything at once and round and round and front and back."



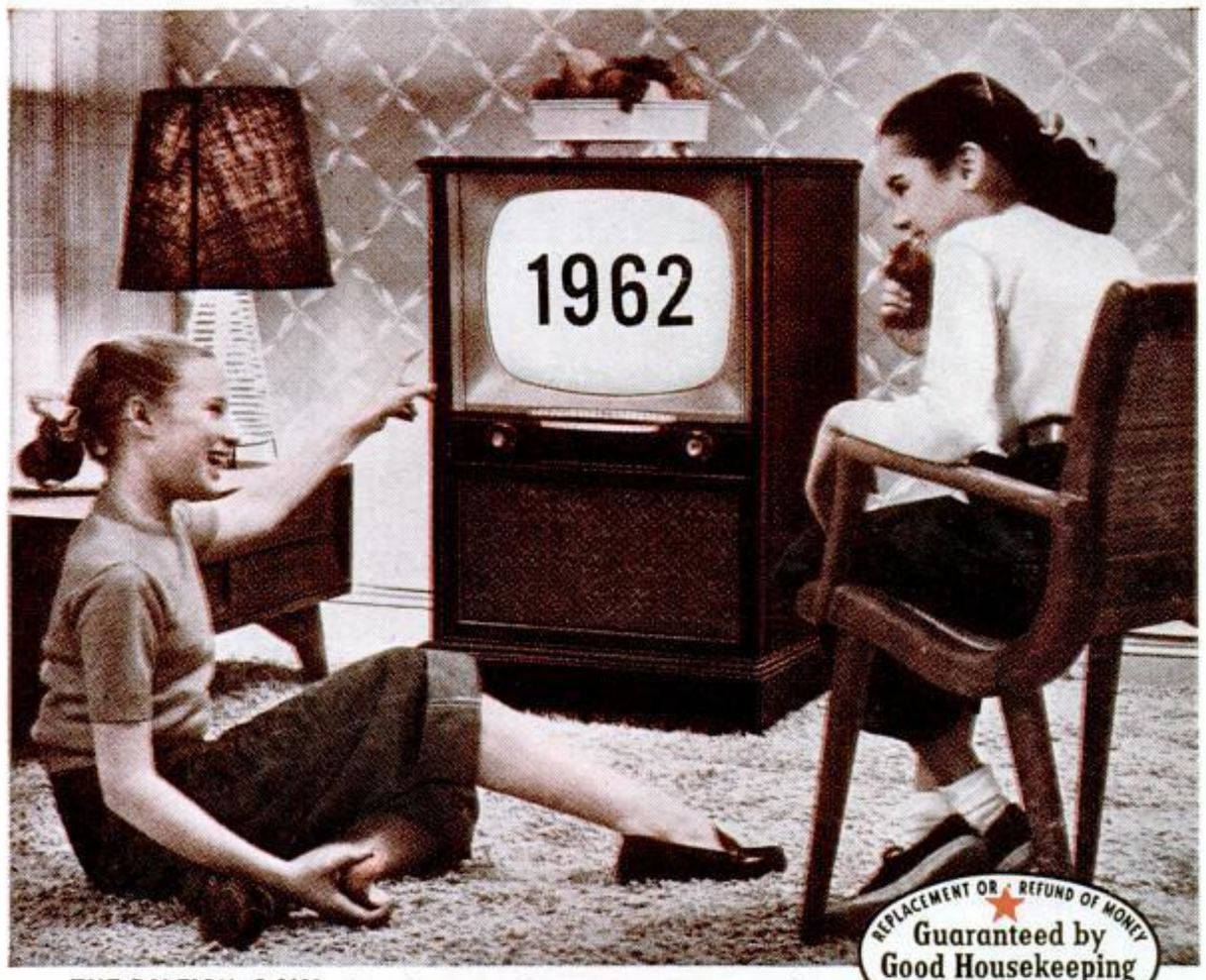
SLITHERING FORWARD, Samia's light shows how she varies the ordinary human act of walking.

AROUND AND ABOUT goes the light on Samia's belly. She explains theoretical basis of her art by saying it is just like Western ballet except that it concentrates on abdominal muscles instead of the feet.

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Compare FUTURIZED Raytheon tv



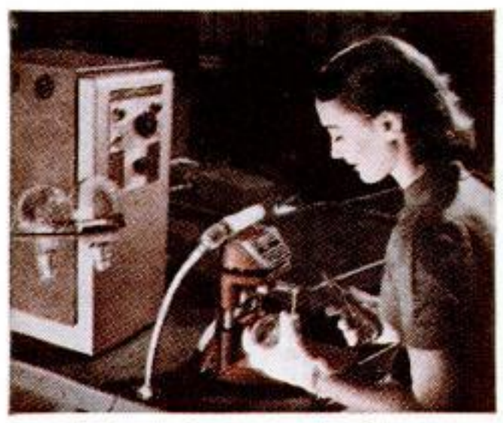
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THE RALEIGH, C-2103—handsome mahogany veneer console, giant 21-inch picture; including Tax & Warranty, $389.95*

WHY RAYTHEON TV IS THE ONLY SET GUARANTEED TO GET ALL THE NEW UHF STATIONS



NEW AM-FM RADIO, FR-81—smart plastic table radio with wide tonal range (120 to 8,500 cycles!), complete AM-FM coverage, proved reliability. *Carries Underwriters' Seal for safety!*



RAYTHEON WELDPOWER® replaces costly soldering, brazing and riveting; makes strong, permanent precision welds in small ferrous and non-ferrous metal assemblies—faster, better, at lower cost. Write for data, prices.

WITH RAYTHEON you get wonderful pictures today—and you're ready for *all* the new Ultra High Frequency stations. The Raytheon UHF tuner is *guaranteed* to receive all the new TV channels.

ALL 83 NEW UHF CHANNELS—not just two or three—and the Raytheon UHF tuner (optional) becomes *part of regular tuner*.

RAZOR-SHARP TV PICTURES—Raytheon uses *all* the tubes and power needed for wonderful, clear-focus pictures—no parts left out—no dim, fuzzy pictures.

EXTRA FRINGE AREA POWER—Whisper-sensitive tuner, designed by Raytheon, picks up even the weakest TV signals, gives clear pictures in distant areas! Buy *Futurized* Raytheon TV with confidence—see your Raytheon Dealer.

FREE TV BUYERS GUIDE tells mistakes to avoid in buying TV. Ask your reliable Raytheon Dealer, or write Belmont Radio Corporation.

TUNE IN John Cameron Swayze sponsored by Raytheon, NBC RADIO Network, Sunday afternoons. See local paper for time and station.

**Prices subject to change. Higher West and South.*

RAYTHEON TELEVISION

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SAMIA'S FEET are displayed after dance with a laugh and remark, "I don't like not always to be beautiful." The feet get dirty in her short (five-minute) but active number. Her high arches, however, retain their pristine whiteness.



SAMIA'S HUSBAND Sheppard reads magazine while she washes her feet. Sheppard claims he spends all his time waiting for her, but he doesn't mind: "Evah since Ah met Samia Ah been living on a little white cloud up theah."

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In the entertainment world, Budweiser has been a star performer for generations. And in home entertainment, the warmth of your hospitality is unmistakable when cold Budweiser greets your guests...and pleases them as no other beer can do.



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FAMILY TEA (*above*) at Government House finds Vincent Massey (*left*) host to daughter-in-law, son Lionel, chief aide (on sofa), Brother Raymond and wife.

IN BALLROOM (*below*) Massey talks to assembled members of his Government House staff. Portraits in background are of King George V and Queen Mary.

'AT HOME' WITH MASSEY

Queen's Man in Canada moves to official mansion

Canada's late governor-general, Lord Tweedsmuir, at one time observed of his eminent but titular position, "A governor-general is restricted to governor-generalities." Last week newly appointed Vincent Massey was already tradition-deep in a whirl of governor-generalities. He had signed more than 100 orders-in-council and, in the near-regal splendor of Government House (*above and following pages*), he had held two receptions and two private dinners and received the new ambassador from Yugoslavia. Because Canada was still in mourning for George VI this was only the beginning. After May 31 the banquets and receptions at Government House would become more splendiferous, and Massey, 64, would tour the Dominion from Newfoundland to the Yukon, laying cornerstones and giving speeches in his clear, elegant voice.

The first Canadian ever appointed to the post, Massey was a shrewd and successful businessman, the head of Massey-Harris farm machinery company. His country's first minister to the U.S. and later its representative in London, he is an able and influential statesman. Though Canadian, he believes, as he told his approving countrymen, "All holders of this high office have one supreme function. . . . They represent the Crown."



AT SWEARING IN, Governor-General Massey sits on throne in the Senate chamber while Prime Minister St. Laurent (holding paper below Massey) reads message of welcome. On throne to Massey's right is Chief Justice of Canada. Around table is Cabinet, in lower seats are Senators, M.P.s and officials' wives, and in balcony are other spectators. All are dressed somberly in mourning for King George VI.

CONTINUED ON NEXT PAGE

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LIQUINET

Just press and spray...
hair flatteringly fixed for a week or a day



Curls and waves captured at that natural fleeting moment after combing and brushing — daintily trapped in a liquid net of LIQUINET and fragrantly set in that glorious personal way. Hair miraculously obedient and yet seemingly free, flattering and fixed for every admiring eye. Try this instant, liquid net for setting, or after a setting. You, too, will be captured forever like the millions of other LIQUINET users.



Two sizes at toiletry counters everywhere
Hand Squeeze Bottle $1.25 plus tax
Pressurized Spray Container $1.75 plus tax

Liquinet CORP.
CHICAGO, ILL.



MOUNTIE MOTORCYCLISTS are greeted by Massey after they escorted him from a Parliament session. Uniform was designed by Lord Tweedsmuir.



MANNERLY MAIDS shake hands and curtsy to the Governor-General. Although he is a commoner, tradition demands all women curtsy to Massey.



GRAVE GARDENERS bow their heads when shaking hands with Vincent Massey. They keep up grounds, which include 80 acres of lawn and parkland.

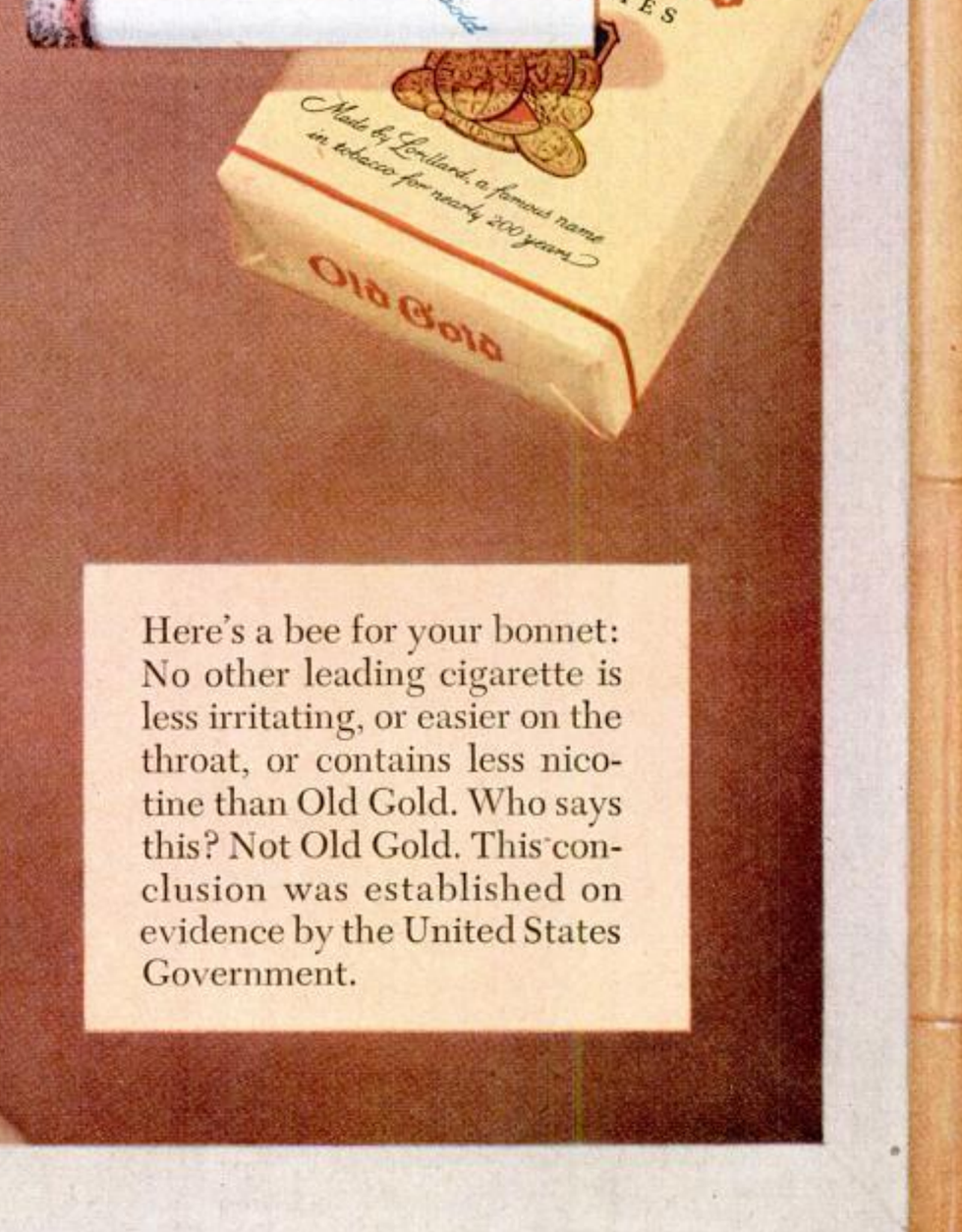
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No old-hat medical claims...

For a TREAT instead of a TREATMENT smoke Old Gold





Here's a bee for your bonnet: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. Who says this? Not Old Gold. This conclusion was established on evidence by the United States Government.

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Thrifty miracles from Elsie's Good Food Line to you!



1 package makes 5 full quarts



STARLAC nonfat dry milk makes 5 QUARTS nonfat milk for only about 40¢*

Starlac is top-quality pasteurized milk, with *only* the water and fat removed.

You just add back the water and mix for less than a minute. Then chill, just like any milk. You'll have wonderful-tasting nonfat milk for drinking and cooking. You can whip Starlac, too.

So nourishing! With the exception of the fat, every quart of Starlac gives you the same amount of nourishment as a quart of top-quality milk—the same amount of health-giving proteins, minerals, B vitamins and carbohydrates.

Get Elsie's wonderful Starlac at your grocer's today.

Save up to 25¢ with BORDEN'S 100% PURE COFFEE

It's true! A regular jar of Borden's Instant Coffee costs so little and makes so many cups that you save up to 25¢ as against a pound of ground coffee!

What's more, Borden's *can't* go wrong in the making, because it's *pre-percolated* for you! Unlike some brands that are only half coffee, half something else, Borden's is *100% pure coffee*—absolutely *nothing added!*

That's why millions now prefer Borden's to their former brand of ground coffee. Try it yourself. Make Borden's your *regular* coffee. Make it in the cup...or by the potful and serve at every meal. Simply measure Borden's into your coffeepot, add boiling water, and, presto!—coffee's ready . . . and so good!

All aboard! All a-Borden's!
It's Elsie's Good Food Line!

Borden's foods must be good —folks buy more food packages carrying Borden's brand name than any other in the world.



*Slightly higher in some areas.

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WORKING DAY begins as he prepares to read his morning telegrams and mail. Though he has no real power, all Parliament's acts require his signature.



CHILDREN'S HOUR at Government House sees Governor-General preparing to put shoe on Granddaughter Evva, 2, while Jane, 3, climbs on shoulder.



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around the clock . . . around the calendar

Whatever the weather, your Alligator keeps you comfortable, fully protected. You'll like Alligator because you get fabrics of highest quality. You get styling that's really smart, with easy, casual lines. You get value that's truly outstanding. Choose *your* Alligator in the style, color, water repellent or waterproof fabric you like best—from $8.50 to $63.75

America's Most Wanted Gabardine!
GOLD LABEL
$45.75
100% All Wool Worsted
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New - Tire

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FACTORY

ALL
Firestone
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Carry The Same
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As New
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Only Firestone
Factory-Method
NEW TREADS
Applied on Guaranteed Tire Bodies or on Your Own Tires

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PROTECT YOURSELF—WHEN YOU BUY A RETREAD INSIST ON THIS TAG OF QUALITY FOUND ONLY ON FIRESTONE NEW TREADS.

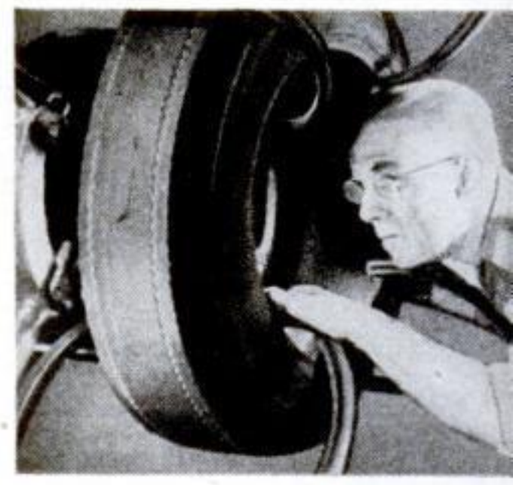
SIZE.....
PRICE.....

LOOK for this Tag Before You Buy ...It is Your Assurance of Highest Quality

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

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HERE'S WHY



THOROUGH INSPECTION

Before any work is done, the smooth ti
is thoroughly inspected. Only sound, gua
anteed tire bodies are used for Firesto
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Safety at Less Than 1/2 New Tire Cost

restone -METHOD NEW TREADS*

HERE'S GOOD NEWS for car owners who want to make their tires and their dollars go farther. You can save 50% of what you would have to pay for new tires with GUARANTEED Firestone Factory-Method New-Treads.

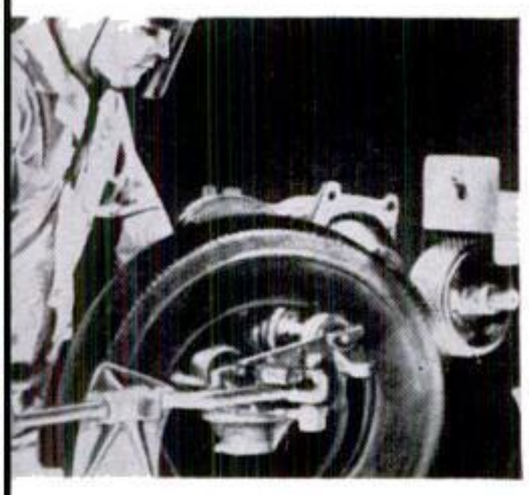
Firestone pioneered and developed the idea of putting new treads on tires many years ago. Today, there is a nationwide network of Firestone retreading shops which uses the same methods that are used in putting treads on new Firestone tires in the Firestone factories. This factory method, used exclusively by Firestone, is so perfected and so successful that Firestone New-Treads carry the same guarantee as new Firestone tires.

In Firestone New-Treads, you get the same high-quality cold rubber tread materials as in new Firestone Tires . . . the same non-skid tread design as in new Firestone Tires . . . the same non-skid tread depth as in new Firestone Tires . . . the same tread width as in new Firestone Tires.

You get all of these features ONLY with Firestone Factory-Method New-Treads. So, if your tires are smooth or dangerously worn, go to your nearby Firestone Dealer or Store and have Firestone New-Treads applied to your present tires. Or, if you prefer, you can buy tires with guaranteed cord bodies on which Firestone New-Treads have already been applied. But remember, not all retreaded tires are Firestone New-Treads. So, be sure to look for the orange-and-white Firestone New-Tread tag. It is your assurance of highest quality and greatest value.

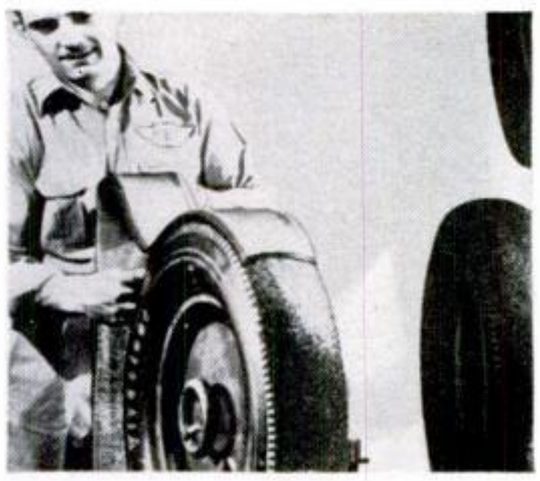
*Applied on Guaranteed Tire Bodies or on Your Own Tires

YOU GET THOUSANDS OF EXTRA TROUBLE-FREE MILES...



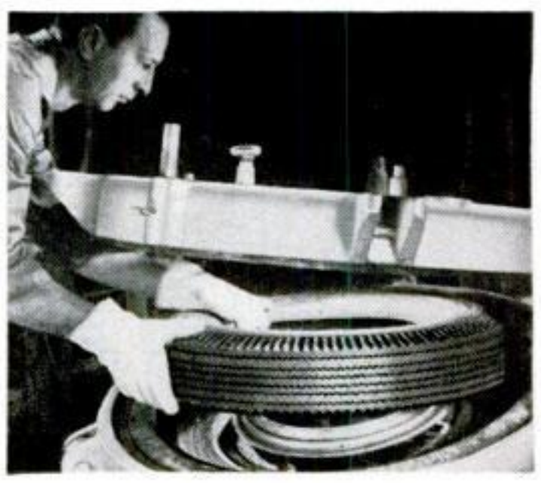
DYNA-BALANCE BUFFING

he worn tread is precision-buffed for per-ct balance. Only a minimum of old rub-er is removed to provide proper surface r new rubber.



ACCURATE TREADING

Same high quality tread material as used in the manufacture of new tires is carefully applied to the buffed tread base by experienced craftsmen using modern equipment.



SCIENTIFIC CURING

This shows removal of the newly treaded tire from the mold. Scientific control of time and temperature assures proper toughness and maximum wear.

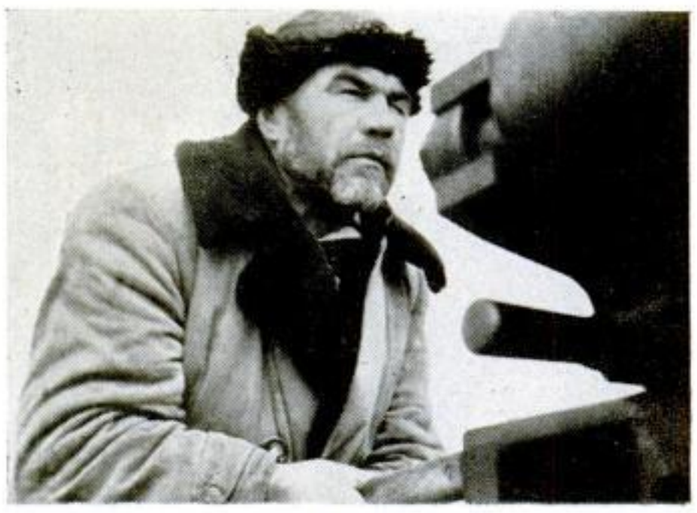


FINAL INSPECTION

Inside and outside of tire are carefully inspected, thus assuring safety. Note sharp, clear tread, ready for thousands of additional miles.

. YOUR SAFETY IS OUR BUSINESS AT FIRESTONE

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A HARPOONER TRAINS HIS GUN AT A WHALE

Modern Whaling

Biggest creature is now hunted more than ever

In the golden age of whaling a century ago, schooners went out by the hundreds from Nantucket and New Bedford to spend two or three years in the open seas hunting down whales. Harpooning the huge creatures from open boats and risking death to fill their ships with oil, American crews each year brought back three quarters of the world's total annual production of 15 million gallons.

Today U.S. whalers have disappeared entirely from the seas, but the whaling industry is bigger than ever, each year bringing in 90 million gallons. Today's whalers, largely Norwegian and English, no longer use open rowboats and hand harpoons. They hunt from fast "killer ships" (*opposite page*) with powerful harpoon guns. Instead of a sailing schooner there is a factory ship to receive the carcasses and dispose of them with mechanical speed and regularity (*pp. 58, 59*). The danger is far less and the profit far greater than the oldtime whalers ever dreamed of.

So efficient have modern methods become that an organization had to be set up to protect the whale from extinction. The International Whaling Commission now specifies the season for hunting, usually January through March, and limits the annual catch. During the season each expedition must report weekly by radio, announcing the number of whales killed. When the annual limit is reached, the season is over and the ships head home with their loads of oil which are used, largely in Europe, for margarine, soap and industrial purposes.

The commission was established too late to help the bowhead and the right whale, which have been all but exterminated. To make sure that the same thing does not happen to other whales (*p. 61*), scientists are making every effort to collect information about the animals' habits, population and food supply. In spite of 1,000 years of whaling and in spite of the fact that every whaling ship is virtually a dissecting laboratory, it is only recently that man has begun to learn about whales.

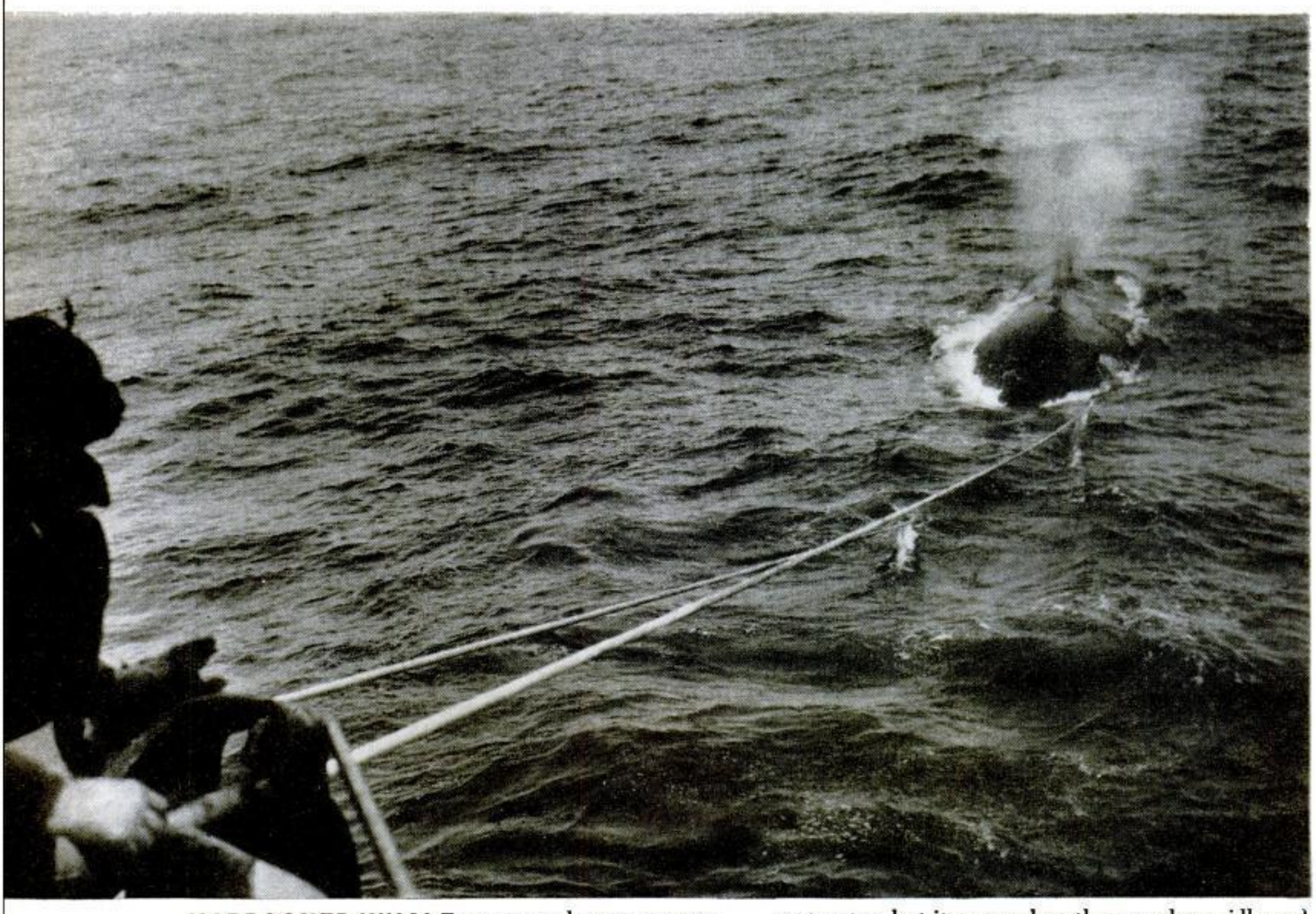
The whale is easily the biggest creature the world has ever seen. The Brachiosaurus, biggest of all the dinosaurs, probably weighed 50 tons, but a fat 100-foot blue whale may scale 160 tons—bigger than three Brachiosauruses, or 20 African bull elephants. Only in the last 300 years have naturalists discovered that the whale is not a fish but a mammal. Once a land creature, which probably took to the water in search of food, it still has the structure of five fingers buried in its flippers, and deep in the flesh of its body are two useless bones, the remnants of what were once hind legs.

In the thousands of centuries since it left dry land, the whale has adapted itself superbly to life in the water. Unlike the fishes it still must surface regularly to breathe fresh air, but it can stay under water for as long as an hour at a time. It breathes through the blowhole on top of its head, letting out the air in a great gust which condenses into a spout (*below*). To protect its eyes from salt water, it has a set of glands which secrete an oily substance so that a whale is constantly shedding great greasy tears. To protect its hearing it has lost its external ear, leaving only a tiny opening which closes up tight when the whale goes under water.

The whale's family life is a rather guarded secret, but judging from the size of fetuses found in harpooned whales, experts believe that the mating season is mainly June and July. In courting, the exuberant male humpback gambols and rolls on the surface of the ocean to attract the female's attention, striking love taps with its flippers that can be heard for miles. To feed its young, the mother whale rolls over on her side and special muscles pump milk down the baby's throat—a "baby" that may be 50 feet long before it is weaned.

But the whale's most remarkable adaptation is the feeding apparatus of the baleen whales, which include the blues and finbacks. The baleen's tiny throat is just big enough to swallow its main diet of small crustaceans. It swims through a colony of shrimp or prawns with its mouth open, then closes its jaw, raises its tongue and expels the water from its mouth through a vast soup strainer, the baleen. This is a thick fringe like a portcullis which grows down from the whale's upper jaw with openings big enough for the passage of water but too small to let the crustaceans escape. When the water has been expelled, the baleen whale gulps the food left behind.

Compared to the baleens the toothed whales, like the sperm, eat very simply. They dive far into the ocean depths and devour giant squid which grow up to 30 feet across. Unlike the baleen the sperm whale has a good-sized gullet big enough to swallow whole a 10-foot shark (or a man named Jonah). When there is a shortage of food supply in the winter months, both the baleen and toothed whales live off their blubber, the storage blanket of oily fat that makes whaling an oceanwide business for companies like the Olympic Whaling Co. whose Antarctic operations are shown on these pages.



HARPOONED WHALE spouts as the gunner prepares to fire a second harpoon. A whale spouts air, not water, but its warm breath expands rapidly and condenses rapidly into geyser that may rise 20 feet.

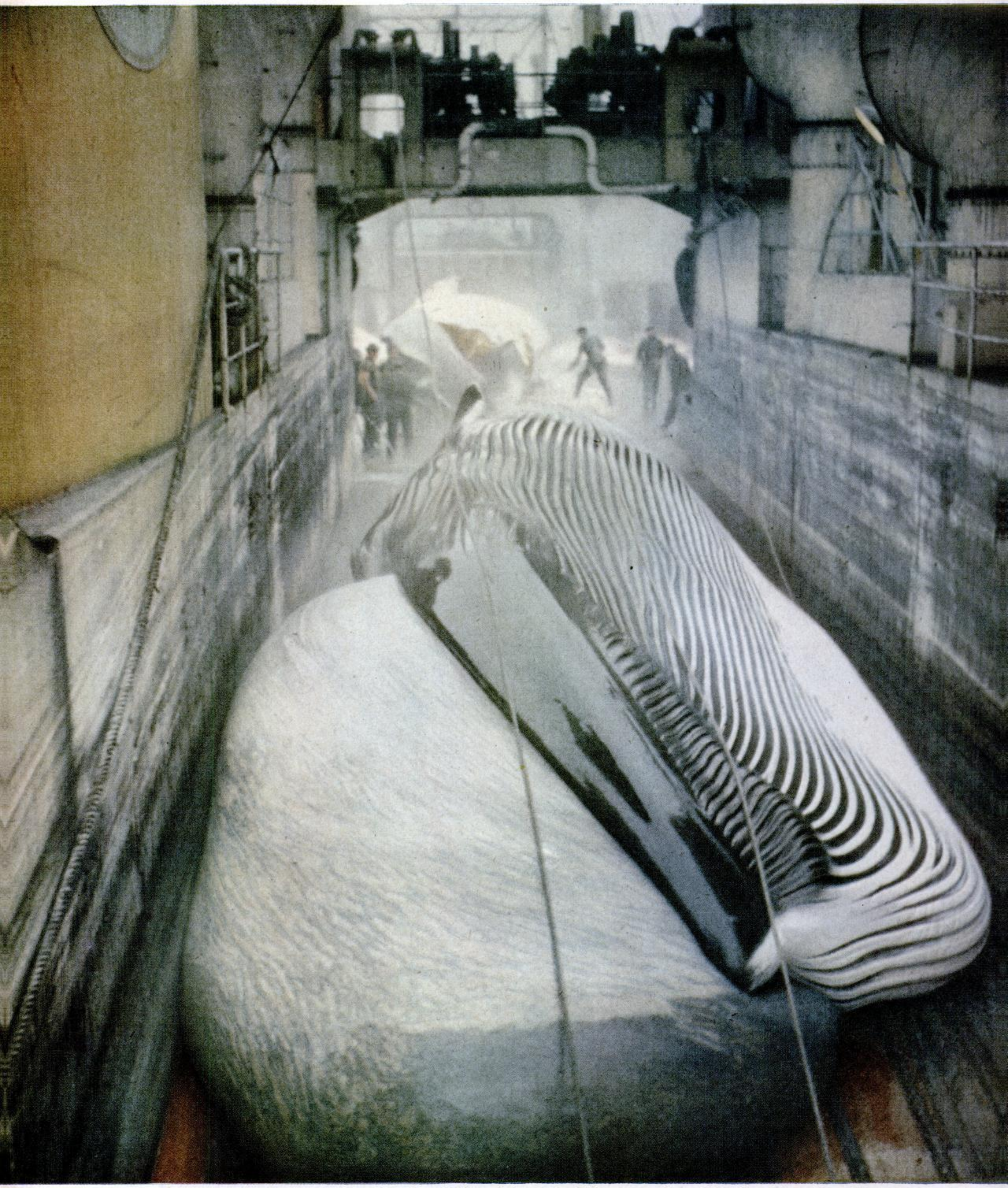
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CARCASSES WASH at the stern of the factory ship as a killer boat comes up to deposit its catch. Whales will be hauled on deck one at a time for processing. When a kill is made near the factory ship, it is brought alongside at once. Otherwise it is marked by a flag and left in the open sea to be picked up by a towboat.

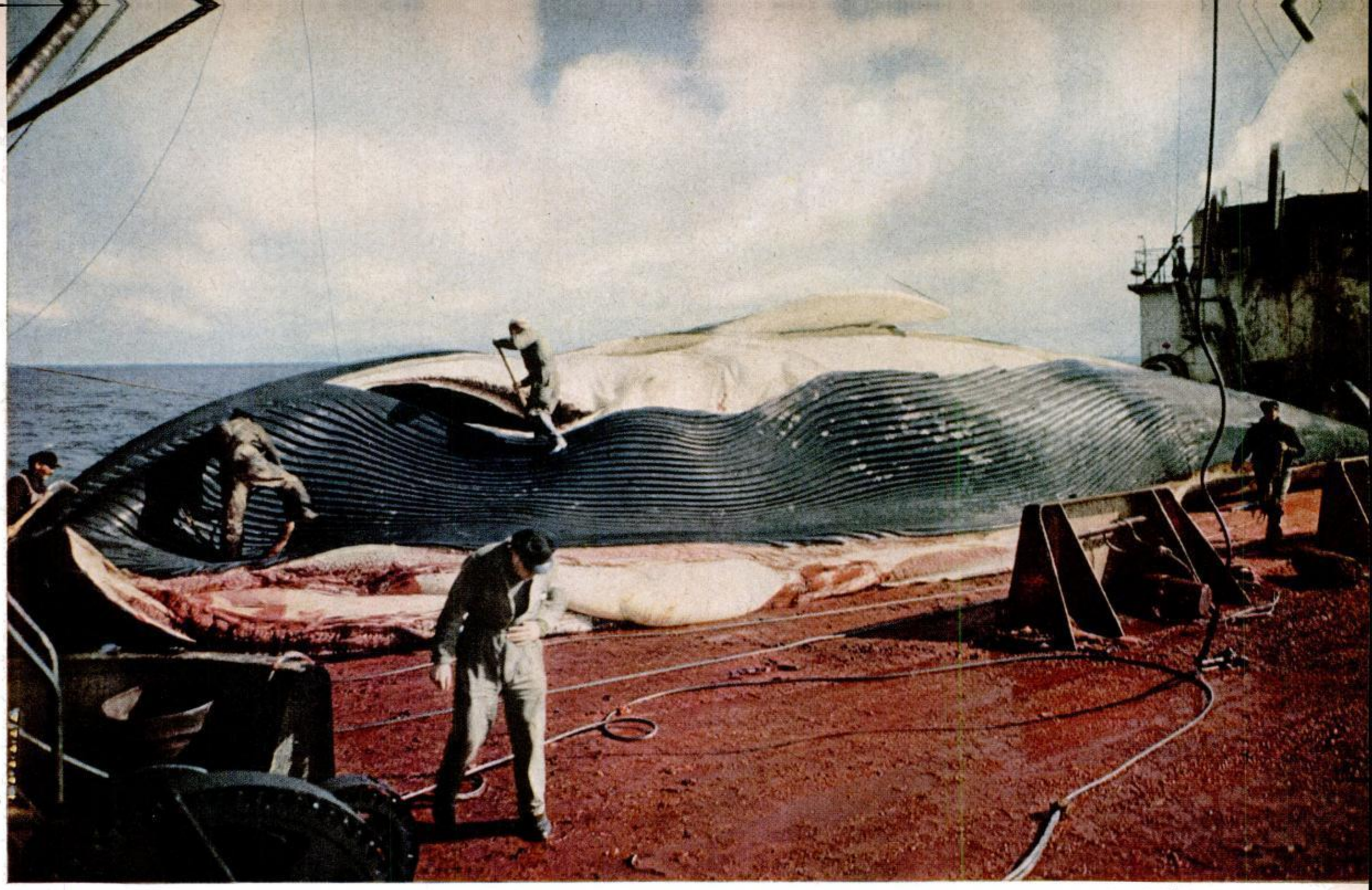
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UP THE RAMP, hauled aboard factory ship by winches, slides a big blue whale to take its turn on the flensing deck. Tongue is vastly expanded by compressed air which was pumped into whale to keep it from sinking. After carcass comes on deck, a flenser makes a single long cut through belly blubber from tail to head.

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STRETCHED ON DECK the 80-foot blue lies on its side as man with flensing knife cuts blubber from lower jaw. A cable will be attached to blubber to peel it off in long strips. Men must walk carefully to avoid slipping on the whale's body or on the steaming decks which are continuously covered with a sheet of blood.

A big blue is cut up

In the old days a whale was brought alongside the ship and stripped of blubber while still in the water, but on modern expeditions even the biggest blue whales are hauled up on deck for processing. There the strippers, called "flensers" (a Danish whaling term), cut off the blubber and shove it through hatches to the boilers below. The denuded carcass is then hauled forward to a second deck where the lemmers, or dismembering crew, cut and saw up the meat and bones, which are also rich in oil. About an hour passes from the time a blue comes on deck to the moment when the last scrap goes down to the boilers. On the Olympic Whaling Company's last expedition 1,497 whales went down the hatch and were dissolved into 5,300,000 gallons of oil. To process this huge quantity of oil required a factory ship crew of 300 men who worked 12 hours a day, in two shifts, on blood-soaked decks, their nostrils filled with the putrid odor of dead whales. Even when they went below decks they could not escape the whale. When they sat down to meals, they inevitably came face to face with a dish of whale stew or whale steak.



BLANKET OF BLUBBER (*right*) is pulled off by steel cable as flenser chops at membranes which attach it to body. Four such blankets are cut from each whale.



BLOCKS OF BLUBBER are cut from the blankets and hooked into the open manholes (*left*) which lead to below-decks boilers where blubber is reduced to oil.

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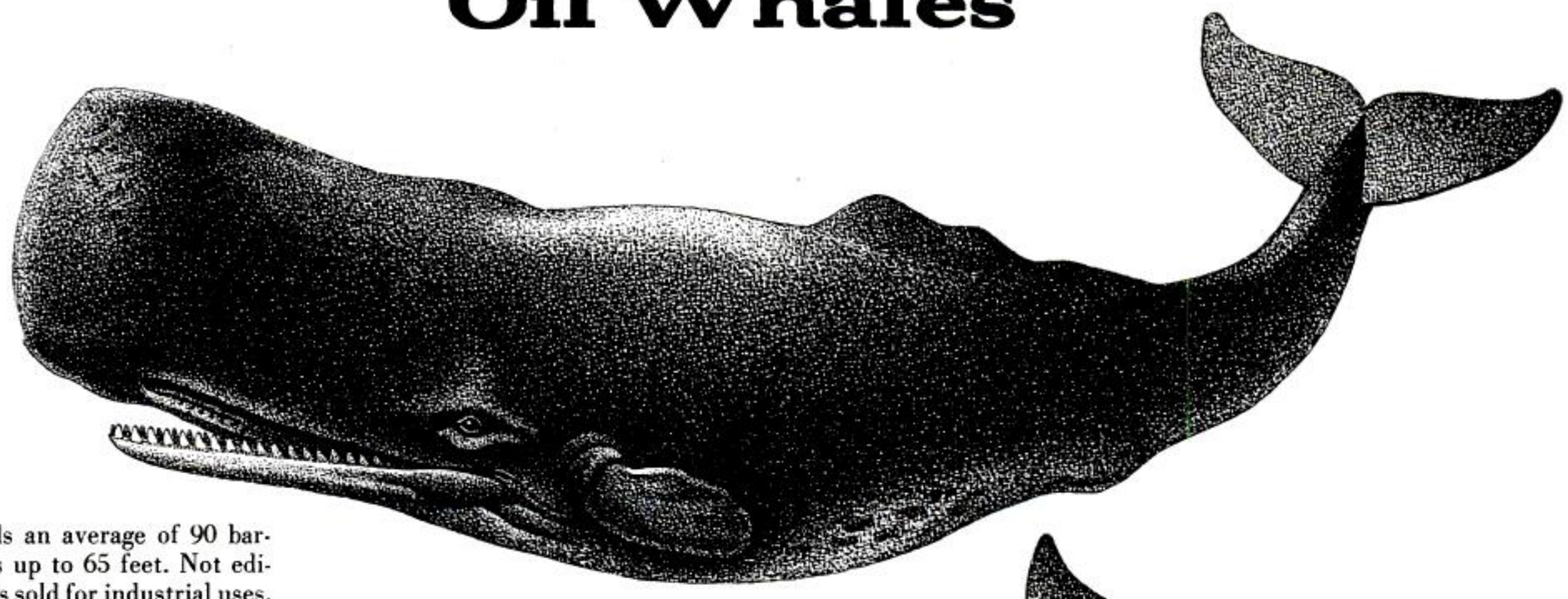
Whaling

CONTINUED



A NEW KILL is pulled alongside a killer boat as the gunner (at bow) looks down at victim. Killer boat crews hunt almost around the clock so two flensing shifts on factory ship have a steady supply of whales.

These Are the Important Oil Whales



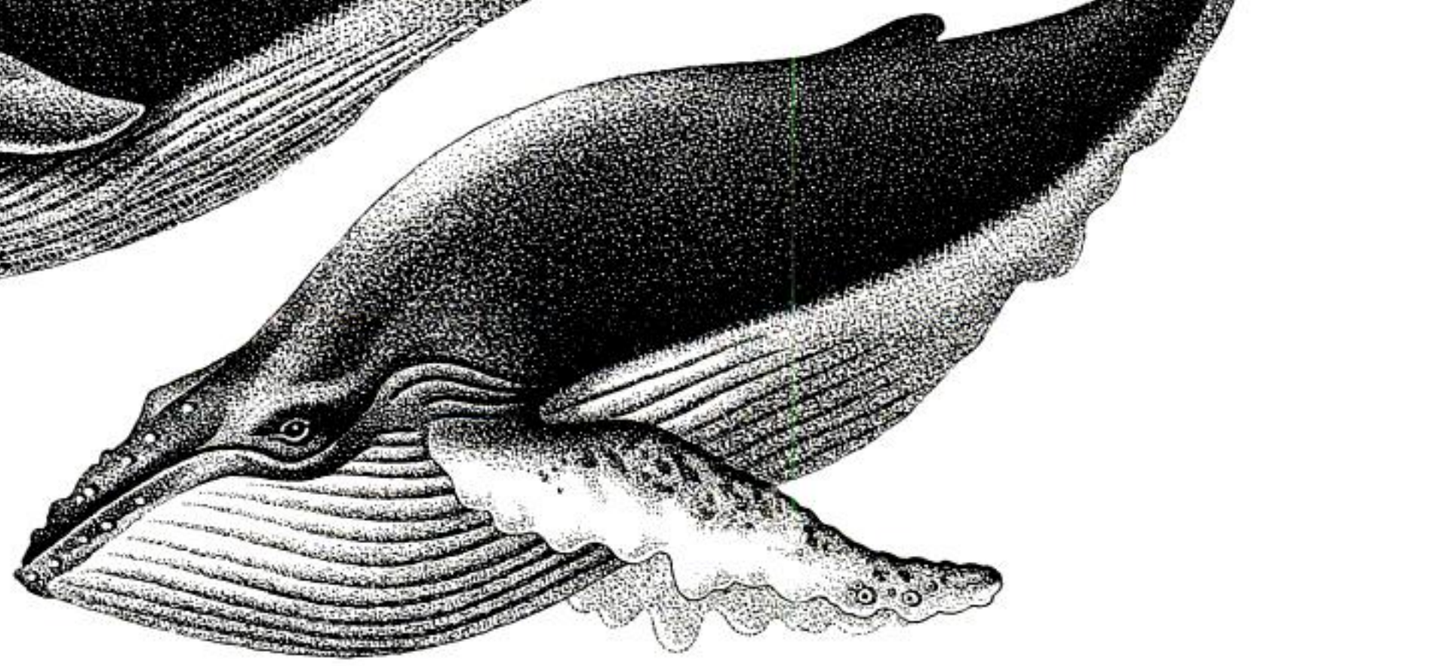
SPERM yields an average of 90 barrels and grows up to 65 feet. Not edible, sperm oil is sold for industrial uses.



RIGHT whale, now under protection, got its name because it was just right for whalers—easy to kill and full of oil.



BLUE is the largest creature that ever lived, may reach 100 feet in length and yield 150 barrels, though average is 120.



FINBACK may grow to 80 feet and yield 70 barrels. Related to the blue, it is most plentiful remaining species.

HUMPBACK is most playful of the whales, runs to 50 feet and up to 60 barrels. Only 1,250 may be killed annually.

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PRESENTING

Wedgwood

Today's most exquisite pattern in solid silver!

HERE is a sterling pattern that's strikingly different from any other.

International Sterling proudly presents Wedgwood—a pattern classic in origin, yet with a timeless beauty perfect for today's living.

A joy to behold—the Wedgwood motifs can be traced back to the first great periods of art in man's history . . . to the classical designs of Ancient Greece that, in furniture, inspired the beautiful work of Sheraton, Adam, Duncan Phyfe.

Unique in *sterling*, its pattern is a fascinating tracery of leaves, urns, flowers worked *in relief* around a medallion that's open on the back, inviting your initial.

A joy to *hold!* Wedgwood flatware is precisely balanced – wonderfully heavy, too! There's *more solid silver* in each place setting than in most other sterling patterns!

Exciting, too, to know that you may have Wedgwood as a *complete* table service! For there's a superb selection of matching holloware—stately candlesticks, serving dishes and many other pieces . . . each beautifully bordered in the Wedgwood motif.

Ask to see Wedgwood at your silverware dealer's *today*. Its classic lines and flawless workmanship make it the perfect complement to *every* style of decoration—modern or traditional.

A 6-piece Wedgwood place setting costs only $27.50, including Federal tax. And—like the fifteen other International Sterling patterns—it's truly . . . solid silver with beauty that lives forever!

Copyright 1952, The International Silver Co., Meriden, Conn.





Coffee Server $176.00; Bon Bon $17.50; Tall Compote $20.00; Mayonnaise Bowl $25.00; Card Tray $16.00; Sandwich Tray $37.00; Salt and Pepper $30.00; Tall Candlestick $42.00 per pr. (All prices include Fed. tax.)

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COBB'S SPEED is displayed to perfection as he knifes around third base and heads home. His left foot just ticks the edge of the bag. His right leg swings quickly around to cut corner.

'THEY DON'T PLAY BASEBALL ANY MORE'—THE CONCLUSION

TRICKS THAT WON ME BALL GAMES

by TY COBB

SHORTLY after I broke into the majors, our Detroit team had trouble every time it visited the old Highlanders in New York City. The Highlanders were hitting our pitchers too hard, especially our old reliable, Wild Bill Donovan.

Bill swore that the Highlanders were stealing our signals. One day he tried an experiment. With Wee Willie Keeler at bat, our catcher signaled for a fast ball. Donovan crossed up everybody, including the catcher, by slipping over a curve. Wee Willie leaned in for the fast ball and took the curve right in the pit of his stomach. That proved it. Our trainer ran to the center field fence—and there in a cubby hole he found the spotter, equipped for a long afternoon with binoculars, a sandwich and a bottle of beer. We chased him but didn't complain too much. It was a matter of not coming into court with clean hands.

At our Detroit park there was a fellow in center field with a pair of glasses strong enough to bring out the fillings in the catcher's teeth. Near him was an advertisement on the fence which read: THE DETROIT NEWS, BEST NEWSPAPER IN THE WEST. If you watched the B in that advertisement closely, you would notice little slots open and close. If the slot was open in the top half of the B, our spotter had picked off the signal for a fast ball. If the slot in the bottom of the B opened, we knew a curve was coming. I don't know whether the ad sold any newspapers, but it was a great thing for the Detroit batting averages.

This type of signal stealing was old even by the time I got to the majors in 1905. The Philadelphia Nationals had done the same thing several years before with a spotter who controlled a buzzer buried in the third base coaching box. The Philadelphia coach kept his toe on

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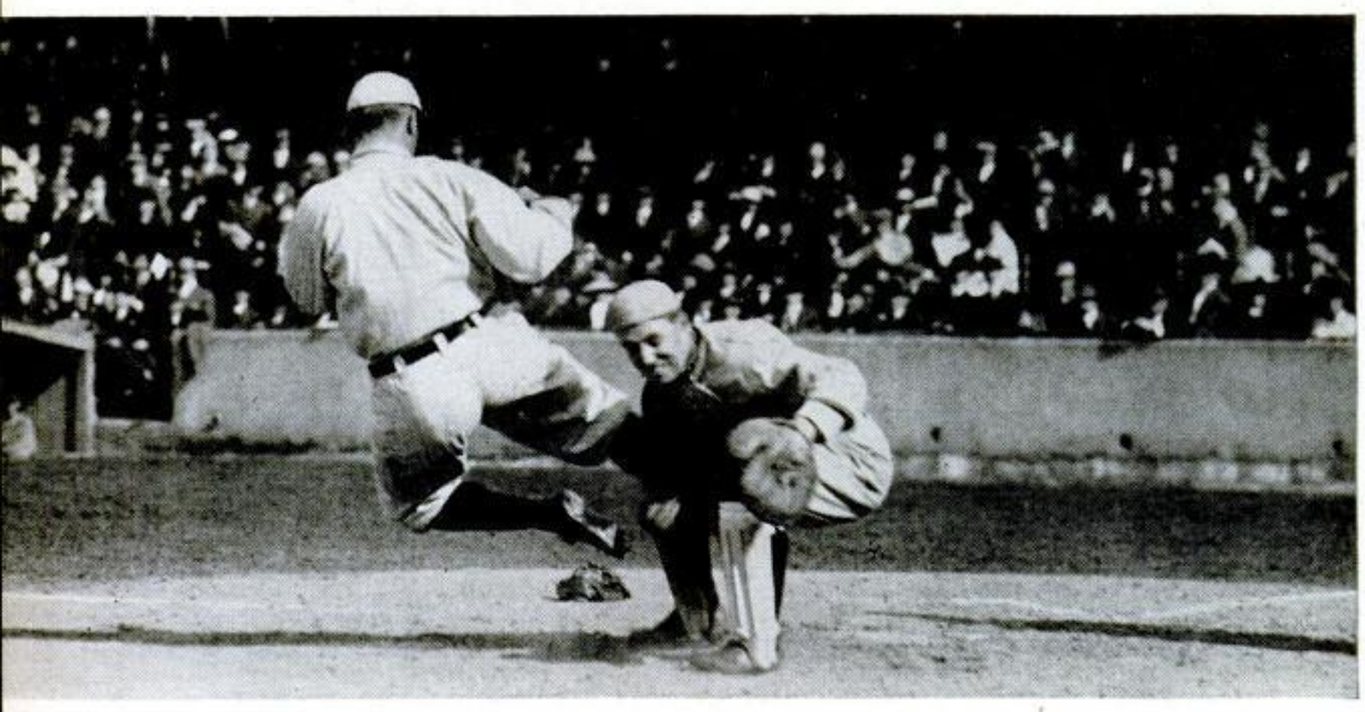
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SCOOTING around Infielder Kid Elberfeld, Cobb demonstrates his elusive base-running technique and his speed, reaches second with the greatest of ease.



SPIKING the Athletics' Home Run Baker in 1909, Cobb so enraged Philadelphia fans that they threatened his life. He says this photo proves it unintentional.



CRASHING into a catcher who is trying to block him off, Cobb hurtles toward the plate. Cobb neither asked nor gave any quarter on difficult plays like this one.



FADING away from tag in one of his famous slides, Cobb arches into bag. A fielder who wanted anything but the tip of Cobb's toe to tag really had to stretch.

the apparatus and waited for one buzz to forecast a fast ball or two buzzes a curve. The system came to grief one day when a visiting third baseman happened to catch the sound and ripped the whole apparatus right out of the dirt, wires and all.

Not that I approve of this type of signal stealing (in fact I personally preferred not to know what the pitcher was planning), but it does show to what lengths the oldtimers would go. And after the days of the center-field spotter came another and more legitimate kind of signal stealing that demonstrates how the oldtimers used their heads. In those days no pitcher had yet thought of trying to conceal how he was holding the ball before his throw—and finally some alert third base coach, I don't know who, caught on that you could tell what was coming by how much of the white or the stitches was left visible when the pitcher gripped the ball. That worked fine until the pitchers caught on in turn and began to conceal the ball behind their gloves.

In the endless battle of wits between batter and pitcher, Walter Johnson was the easiest pitcher of all to read. Since he had all that speed, his catcher always signaled for a fast ball, never anything else. If Johnson shook off the signal, we knew the curve was on its way. But this knowledge did us very little good. He was the fastest pitcher who ever lived or probably ever will live, and he could beat you down with sheer power. I never could hit him at all until one day I figured out a way to take advantage of a psychological weakness. We were playing in Washington and Johnson had a big lead on us. Then he accidentally threw a pitch—thank God a curve and not his fast ball—that hit Oscar Vitt, our third baseman (later manager of Cleveland). Vitt was knocked cold, and Johnson went to pieces. He couldn't get the ball anywhere near the plate and they had to take him out.

That gave me an idea. Thinking back, I remembered that Johnson had never in his life dusted off a man; he usually had good control and used it to keep the ball away from the batter. If he had been willing to throw a few dusters and keep the batters on edge worrying about that cannonball he threw, nobody knows how many more games he might have won. But obviously he was afraid of his own speed and what it might do to the batter. After that when I hit against Johnson I stood as close to the plate as the batting box limits allowed, and leaned in. I had no intention of swinging at the ball; in fact I had every muscle ready to hit the dirt if the pitch came too close. The idea was to give Johnson just the outside corner of the plate to aim at if he wanted to play safe. Being such a gentleman, he did what I expected, and often he missed the corner. I would run the count to two balls and no strikes and then step back into normal position to hit the cripple.

There was a lot of that kind of headwork in old-fashioned baseball; it was a battle of wits as well as of strength. One year—1911—I actually stole the league batting championship by waging a simple war of nerves. With the season nearly over, Shoeless Joe Jackson of Cleveland (and later unfortunately of the Black Sox) was nine points ahead of me. If I had let nature take its course, I could never have caught him. But one night, lying in bed in my hotel room, the answer came to me.

Taking Shoeless Joe for a ride

WE were going to Cleveland for one of those series of six games in four days that sometimes come at the end of a season when there have been a lot of postponements. Jackson and I were both from the South and had always been friendly; I knew he would come over to greet me before the first game. I also knew he was a nice, simple, gullible fellow. Once a pitcher deliberately threw two straight balls right at his head; Jackson turned to the catcher and said, "Golly, this fellow's wild today." Then with the courage of innocence he hit the next pitch to the fence.

Before the first game I waited back in the clubhouse until Jackson had taken his turn in batting practice. I had one of the clubhouse boys tip me off when he was finished, so that when I walked out I would be sure to run into him.

He came ambling over, grinning at me. "How's things, Ty? How's it going?"

I looked intently at a point six inches over his head. He waited for an answer. The grin slowly faded from his face.

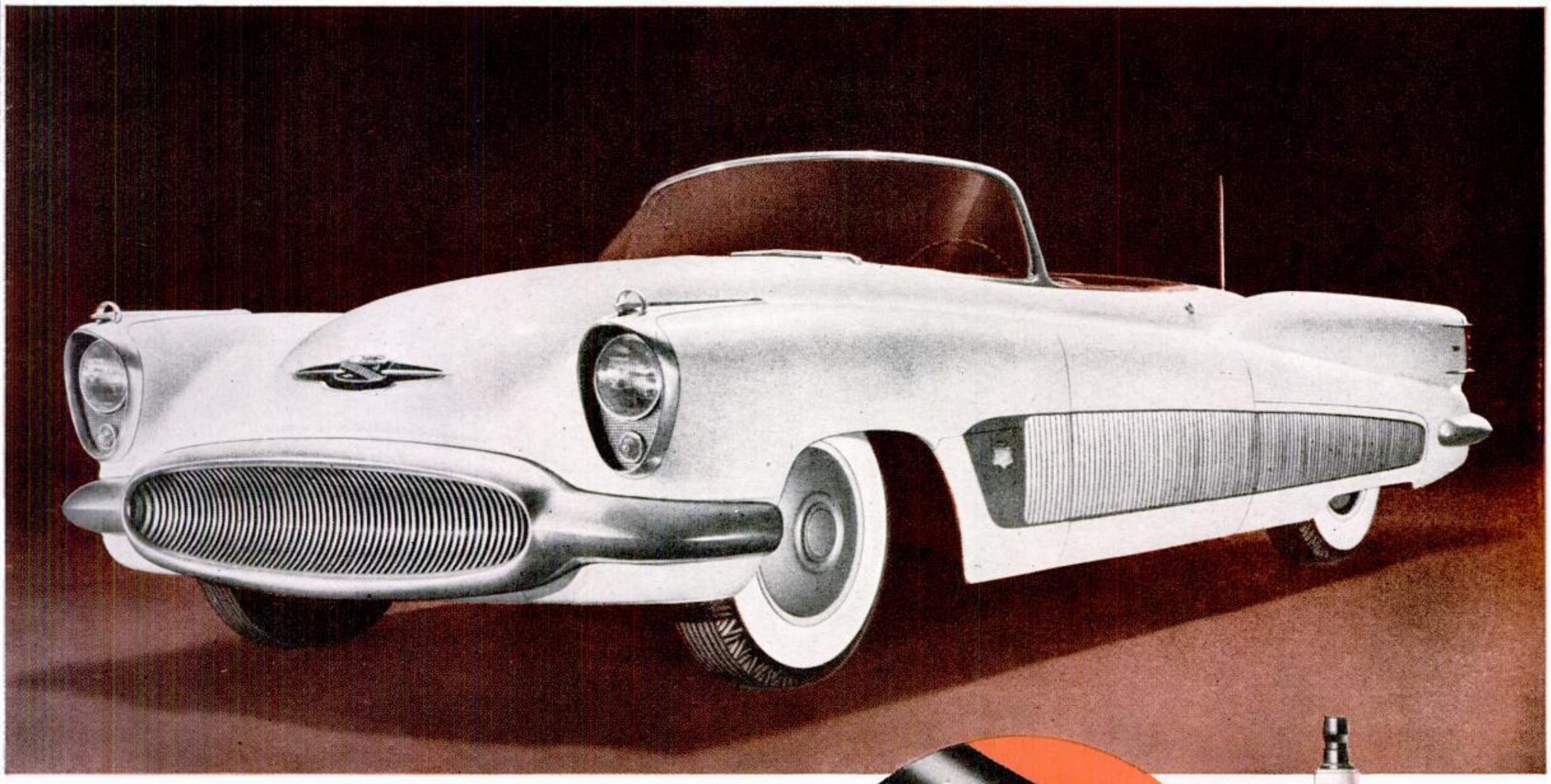
"Gosh, Ty, what the hell's the matter with you?"

I turned and walked away. Every inning afterward I arranged to pass close by him on the way to the outfield when we changed sides. At first he kept asking, "What's wrong, Ty? What did I do to you? What are you mad about?" I never answered him. Finally he quit speaking; he just looked at me puzzled and hurt.

My mind was on only one thing: getting some base hits. Joe Jackson's mind was on a lot of things, and in those six games I passed him in the standings. Then we were leaving and my little stratagem was coming to an end. I had to think of a new angle to keep him upset the rest of the way.

CONTINUED ON PAGE 66

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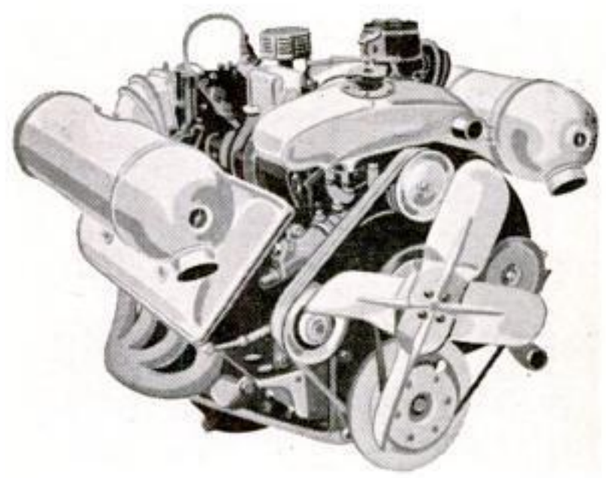
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STANKY'S FAMOUS KICK has just knocked the ball out of Rizzuto's glove in 1951 World Series. Cobb takes Stanky's side. Rizzuto, who is one of Cobb's favorite players, agrees; after game he told reporters, "It was a smart play."

TY COBB CONTINUED

After the last game I ran over, slapped him on the back and pumped his hand. "Joe, old boy! It's been great to see you. How's everything? How are things back home?" Then he knew he had been taken—and there's nothing so upsetting as knowing you've fallen for the other fellow's trick. He didn't do much hitting for the rest of the season and dropped to .408. I finished with .420.

Psychology was at the bottom of the play that gave me the greatest thrill of all my 24 years in big league ball. It took me over a year of trying and setting the stage—and then it finally paid off. The victim was Hal Chase, the great first baseman for New York, who had a terrific throwing arm and could shoot the ball across the infield like a bullet. Every time I had a chance to go down to third base on an infield out against New York, I would round the bag a little too far. Chase would rifle the ball across to try to catch me. Each time I barely made it back. The whole thing got to be automatic. Chase was convinced I always overran the bag; he made the throw without looking, and the third baseman made the tag automatically.

The right day for my trick finally came. We were playing at Detroit and the game was tied in the bottom of the ninth. I was on second with one out. The batter hit to the infield and was out at first. I went down to third and overran the bag. Chase whipped the ball across. The third baseman reached down for the tag—and touched nothing but air. I had never stopped running; I went right on home. Before the third baseman got over his surprise the game was over. He never even made the throw for me.

A great deal of the battle of wits was centered around the steal, an important play in those days when a single run still meant something. Pitchers were awfully cute with a man on first. And their tricks weren't restricted by anything like today's balk rule. They could be murder on the base runner. I don't find it in my record books, but if my memory is correct Nick Altrock of the White Sox once caught three men off first in a single inning.

How to drive a catcher crazy

CATCHERS in those days practiced getting the ball out of their gloves fast and snapping their arms into throwing position. All the while they were warming up, they sprang into position after each pitch. Most of them, and especially Billy Sullivan of the White Sox, had uncanny speed. I never could get down to second on Sullivan until I brought some psychology to the rescue. One day while taking my turn at bat I said, "Billy, if I get down to first, I'm going to steal on you on the very first pitch." It so happened that I did get on. Naturally Sullivan didn't believe what I had told him. No matter what else I might try, I would never do anything so simple as what I had warned him against. So I did steal on the first pitch, surprised him and drew a bad throw.

The next time up I said, "Billy, I did it once and I'll do it again. If I get on base, watch me on the first pitch."

I got on again. Sullivan called for a pitchout. I didn't move. He called for another pitchout. I stood still as a statue. But with two balls and no strikes on the batter, the next pitch had to be over. I went down on that one and caught him flat-footed again. He must have figured I had his number, because I never had too much trouble stealing on him after that. But it would be interesting to

CONTINUED ON PAGE 68

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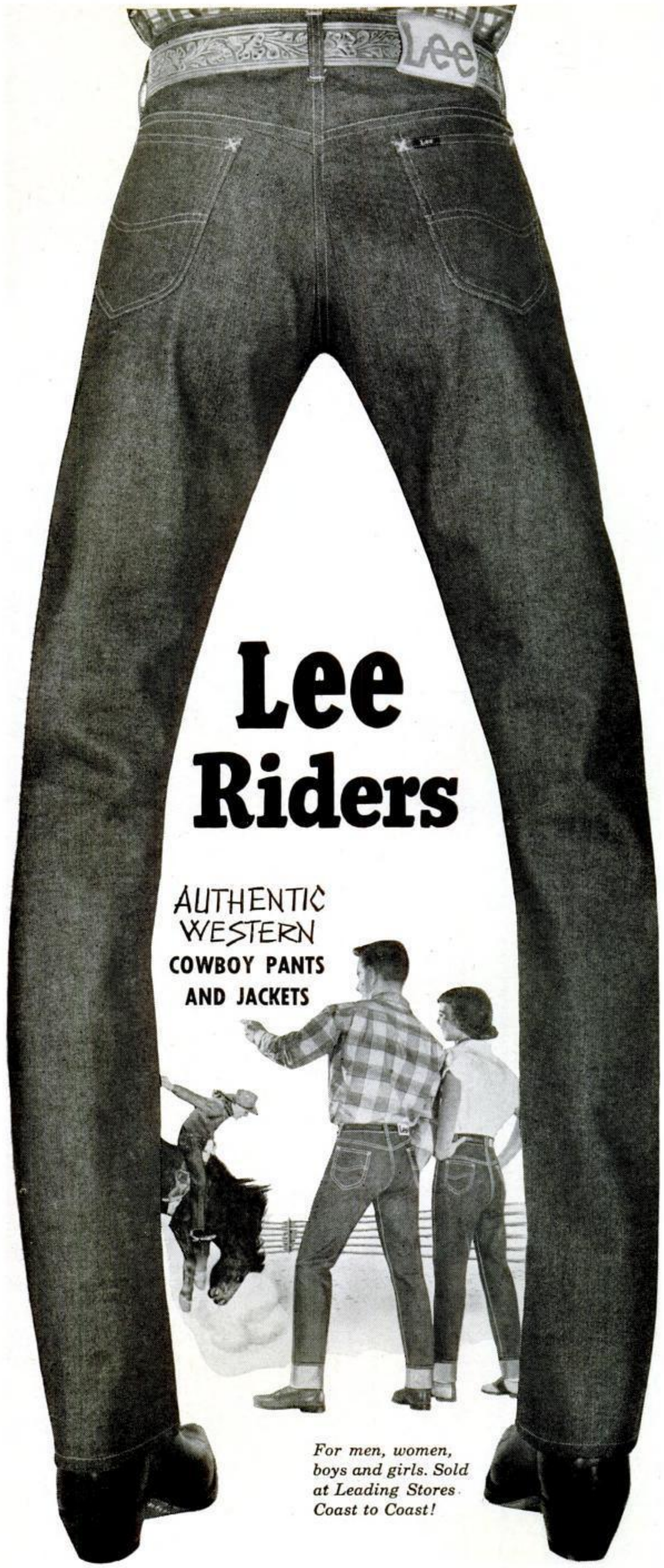
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MODERN ROUGH STUFF around second base is deplored by Cobb. Here, in 1946 World Series, Base Runner John Pesky of Red Sox has lifted Cardinal Second Baseman Schoendienst high into the air trying to break up double play.

TY COBB CONTINUED

see what Sullivan would do to today's top base stealers. Or what yesterday's base stealers would do to today's catchers and pitchers.

A lot of today's base runners don't even know how to slide very well, and I would say that nearly half of them make the elementary time-killing error of running right over the top of the bag and going wide on the turns. The old boys could slide from any direction and they cut the corners like a razor, pushing their left foot against the inside of the bag for a quick turn.

In my own base running I started out as a head-first slider but was cured of it on my second day in the big leagues. I tried to steal second and went in head first against Kid Elberfeld, the tough little shortstop of the old Highlanders. He politely brought his knee down on the back of my neck and my forehead went smashing into the dirt, leaving most of the skin behind. I never tried it again. In fact the very next time I went into second against Elberfeld, I slid feet first, caught him by surprise and knocked him sprawling. Since players in the golden era could take it as well as dish it out, the Kid patted me on the back and said, "*That's* the way to play, sonny boy."

After learning to slide feet first I soon learned something else: by watching the eyes of the man covering second, as he waits for the throw, you can tell where the ball is coming from and aim your slide in the other direction to stay as far away from the tag as possible. Then I learned to watch the third baseman's eyes on plays at that bag. Especially if the throw is coming from right field, you can line your body up with it as you approach the bag and try to let it hit you. If you're lucky enough to have it carom off one side of your body, you may make it all the way home.

Even if the ball doesn't hit you, at least you get in the third baseman's line of vision. He stands there wondering where the ball is coming from and as often as not drops it after he finally catches sight of it. Then, while sliding in, you simply kick it away. You talk about Eddie Stanky kicking the ball out of Rizzuto's hand in last year's World Series; that was nothing. I've often kicked the ball all the way into the dugout—just accidentally, of course—and gone on home standing up.

The roughest play in baseball

SURE, in most ways we were rougher in those days, but it is odd that the modern "polite" game has developed the roughest single play I've ever seen on a ball diamond. I mean the football scrimmage commonly tolerated nowadays when a runner hurtles into second to try to break up a double play by breaking up the second baseman. This isn't baseball and I'm surprised that the infielders put up with it. In the old days an infielder subjected to that kind of mauling would calmly have made his throw to first in the exact direction of the runner's face. Or after jumping up to escape the block, he would have come down with both sets of spikes

CONTINUED ON PAGE 73

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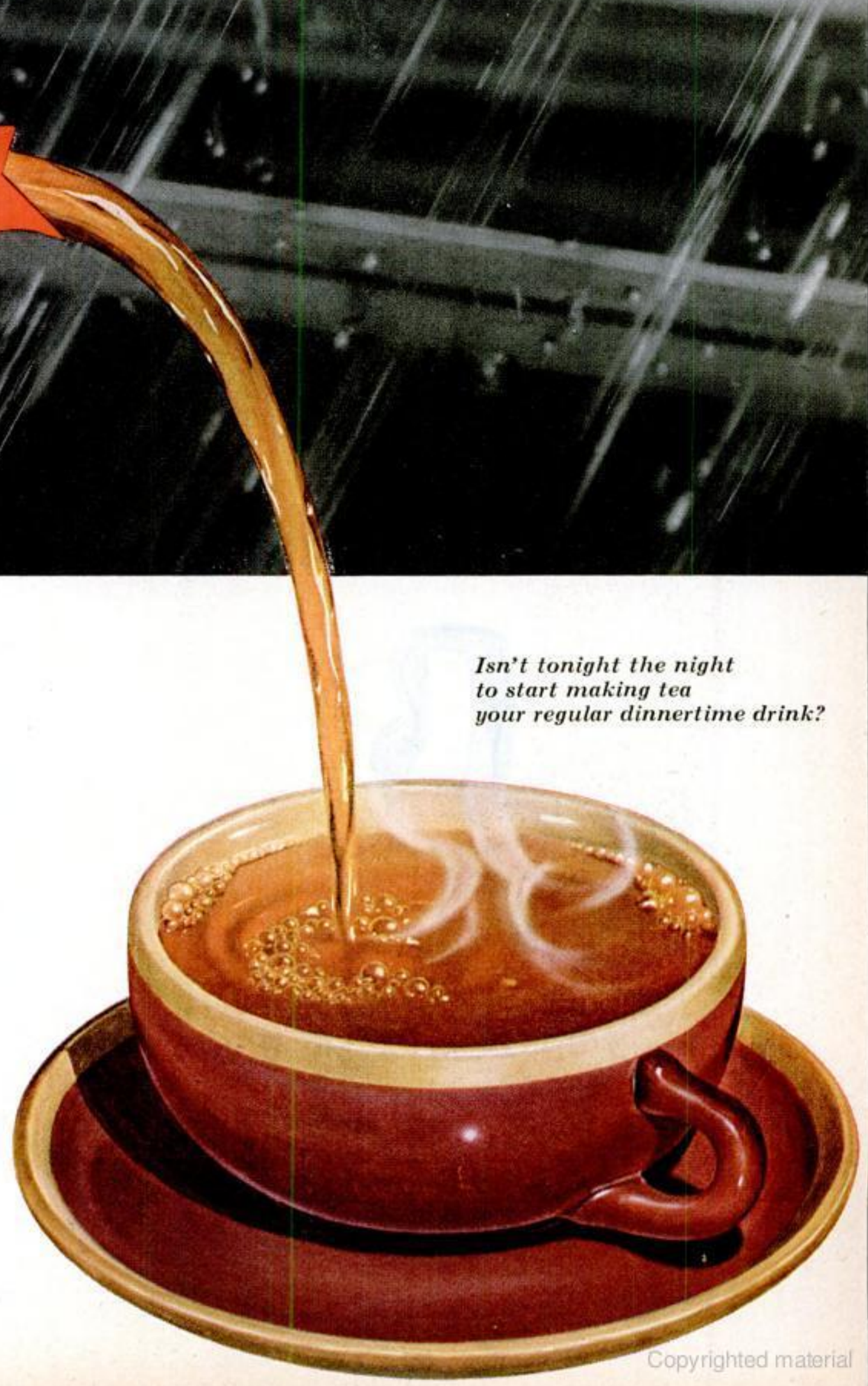


HOW TO MAKE THE KIND OF TEA MEN LIKE BEST

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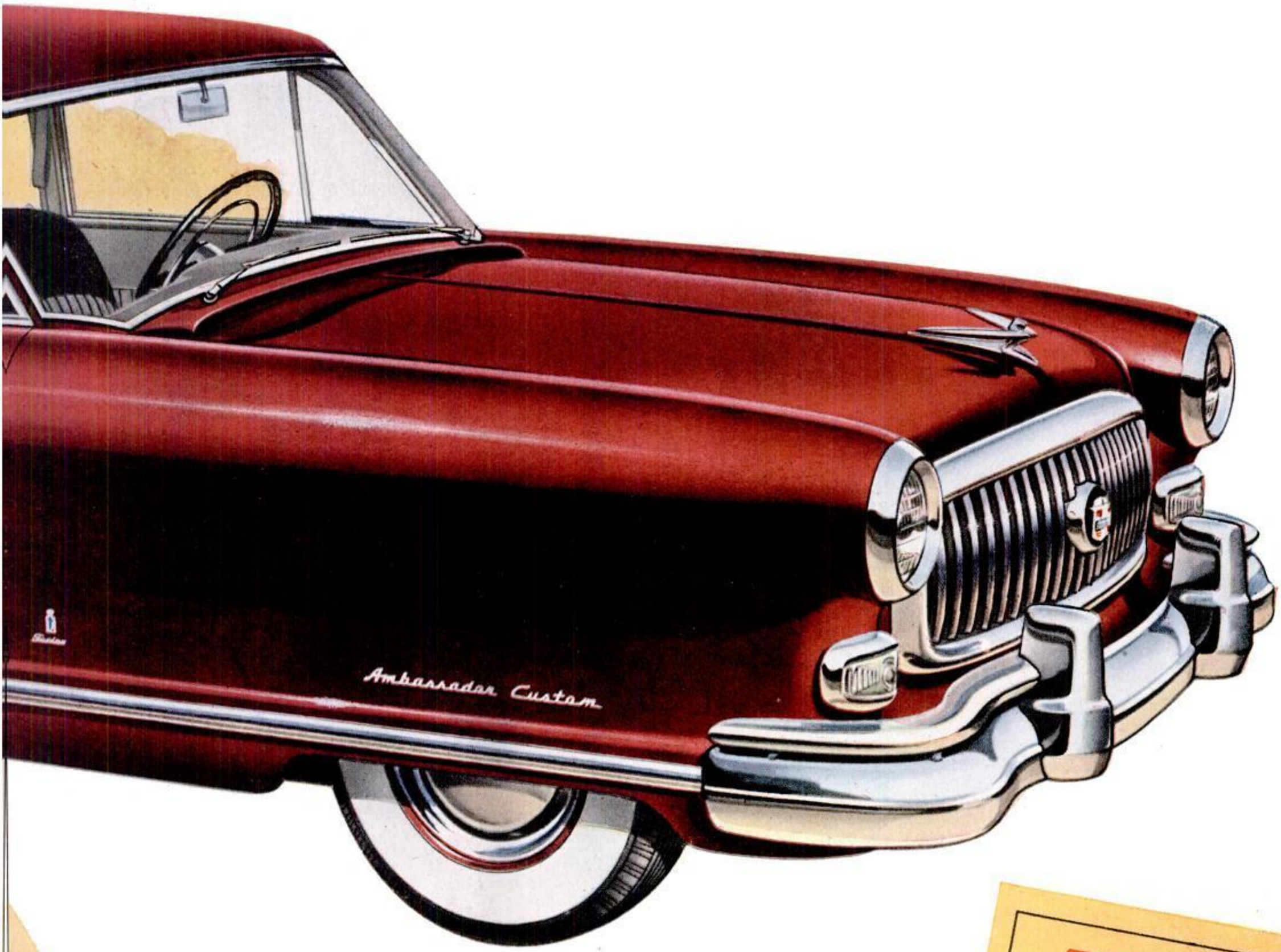
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planted firmly in the runner's ribs. He would have stumbled around a little, too, before getting off and saying, "Excuse me." No runner would ever have tried it twice.

I ran the bases hard and I have dozens of spike wounds, all the way from my ankles to my thighs. I left some of my own marks around the league too. But I can honestly say that I never felt I was spiked deliberately—and that on only two occasions did I deliberately try to spike a man. One was Harry Bemis, the Cleveland catcher. I didn't like the way he blocked the plate on me or the names he called me while doing it; I might have stood for one or the other but not for both. So the next time I tried to let him have it. The other was Hub Leonard, the Boston pitcher. He threw a lot of bean balls at me, and I never did like the idea of a pitcher deliberately risking my life. So I dragged a bunt along the first base line and Leonard had to cover the bag. He knew what I was doing, beat me to the bag and ran across it as fast as he could; I ignored the bag and slid right through the coach's box at him. It so happened I missed him, but he threw no more bean balls at me. Matter of fact I didn't succeed in spiking Bemis either. I sometimes think today's players, with their awkward sliding and those blocks at second base, actually do more damage than the oldtimers did for all their hard playing.

One thing that has improved in baseball is the equipment. The catchers didn't have shin guards until 1905, when Nig Clarke came up to Cleveland. Clarke was a fine catcher who batted .358 one year. He also had the annoying and effective habit of picking up a handful of dirt when he squatted down to give his signals, and then throwing it on your feet just as you were about to swing. But his chief distinction is that he had once been a soccer player and brought into baseball the shin guards that soccer players wear under their stockings. Roger Bresnahan of the Giants gets the credit—because in 1907 he started the modern type worn on the outside—but Clarke was the first.

Catchers' gloves weren't much in the old days; catchers would spend hours doctoring them up and trying to get the pockets just right. Finally Ossee Schreck of the Athletics—his real name was Schreckengost but he shortened it—found a way of padding his glove with feathers so that it was limber and sticky enough for one-handed catches. He used to catch one-handed during warmups, and fans would come out early to the park just to watch his performance. One day he decided to show off right during a ball game. It was the ninth inning; the Athletics had a slim lead and the other team had the bases full with two outs. Rube Waddell whipped over a third strike on the batter, and in sheer exuberance Schreck turned to walk to the dugout and caught the pitch backhand as he departed. The fans loved it but Connie Mack nearly fell off the bench, and I don't believe Schreck ever tried it again.

Fielders' gloves were more like an ordinary pair of driving gloves than the elaborately webbed mitts you see today. Nowadays you often see an infielder stab blindly for the ball and register genuine surprise when he finds it sticking in his mitt.

Neat's-foot oil and tobacco juice

THE modern-day infielders also get a lot of help from the groundkeepers. Baseball diamonds often looked like washboards in the old days, but now they are manicured like putting greens. All this—plus today's neglect of the hit-run play and the fact that the livelier ball gets out to the infielders much faster—is why modern teams keep setting new records for double plays even though they never compare with the oldtimers in other respects. I wish I could have seen some of the greats—like Honus Wagner, Eddie Collins and the many other fine fielders of that day who had to get both hands on the ball to play it cleanly—work under today's conditions. Who knows? They might *never* have made an error.

We even had a lot of trouble with bats. Moisture would get into the wood, especially during the damp spring weather, and then they would crack. That could be a tragedy, especially since the oldtime clubowners worked on slimmer budgets and were less generous about buying new ones. Players used to spend a lot of time dosing them with neat's-foot oil or tobacco juice to keep the dampness out. My own favorite prescription was a chewing tobacco called Nerve navy-cut, the juiciest kind I ever found, rubbed in by the hour with a piece of bone. The bone I used, the hollowed-out thigh of a steer, was still anchored to a table in the Detroit clubhouse the last time I visited there.

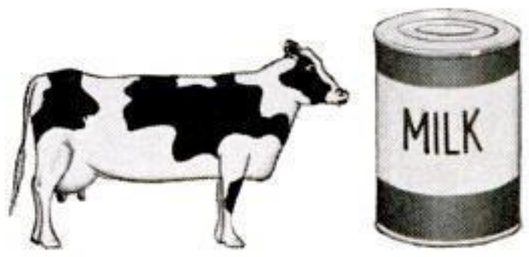
Once in Detroit a fan introduced himself and told me he had an idea for treating my bats. He worked in a plant that made hammer handles, and they had some kind of machinery for treating the wood with oil under pressure. I didn't think much of the idea

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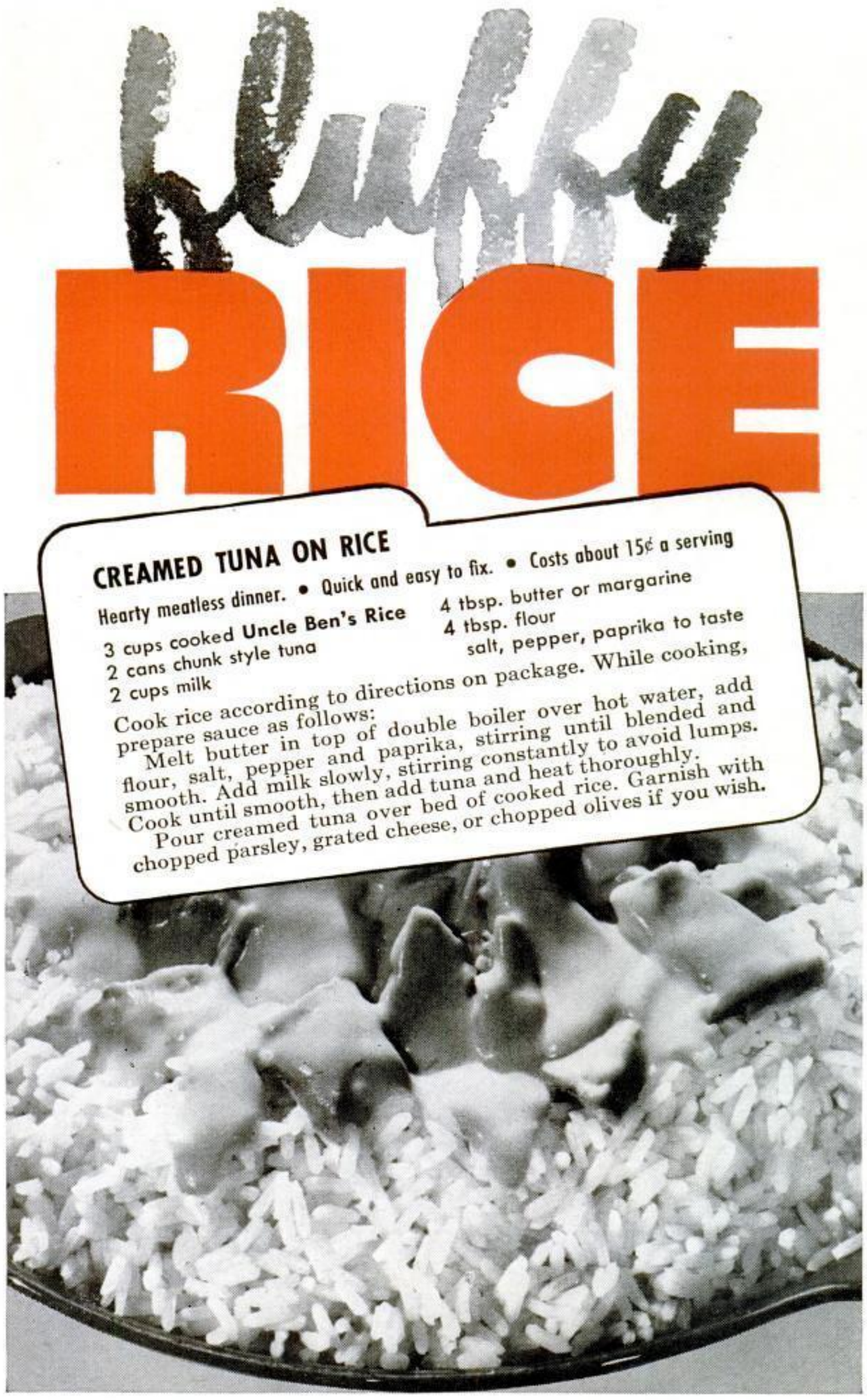
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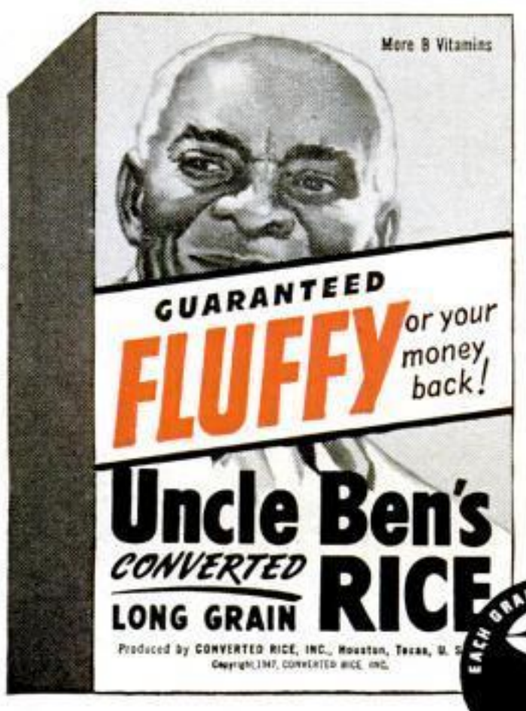
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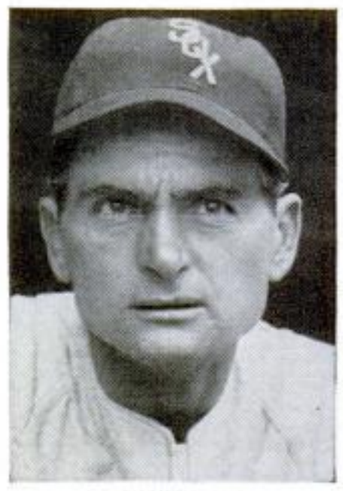
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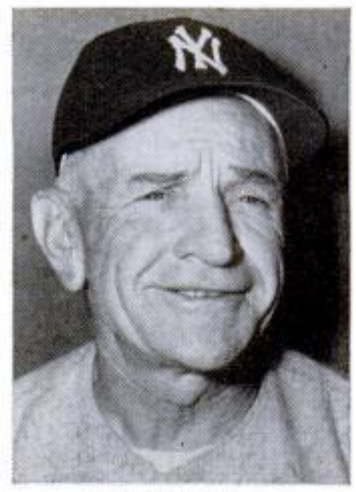
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RICHARDS STENGEL DUROCHER

TOP MANAGERS today, according to Cobb, are these leaders of White Sox, Yankees, Giants. Stengel is best. All, Cobb says, use some oldtime principles.

TY COBB CONTINUED

but gave him some old culls that I never planned to use anyway. When he brought them back they were so heavy with oil I could hardly swing them. But I hung them next to the furnace all winter; the excess oil drained out and they turned out to be the finest bats I ever had. Unfortunately the fellow must have died or moved away; I never saw him again.

Sometimes my friends tell me that I'm hopelessly out of date, and that modern fans would be bored to death at an oldtime 1–0 pitchers' duel. I disagree. Sure, the rabbit ball brought a new kind of excitement to baseball—for a while. The home run, when it still had a scarcity value, was a great thrill. I used to like to make home runs myself, as I occasionally did on days when a wind was blowing. But where is the thrill today? Who can get excited about the eighth one in a single game?

EDITORS' NOTE: Writer Cobb is underplaying his own hitting ability. Even though he never leveled for the fences, he got more home runs than the average player in the days of the dead ball, and in fact led the American League one year. After the lively ball came in he once put on a remarkable exhibition at Sportsman's Park in St. Louis. Just to prove that he too could pound the lively ball if he didn't think place hits were more reliable and valuable, he announced that he would be going for the fences in a series with the Browns. He made three home runs the first day and two the second.

I claim that the younger generation of baseball fans just doesn't know what it's missing. There were very few games in the old days when a spectator could leave the park midway knowing that the result was in the bag. The old Senators around 1910 were a good example of a team that could be counted on to finish in or near the cellar, like the Browns of recent years. They had very little hitting power and fielded badly. But they had Walter Johnson and some other good pitchers, and they always gave you a fight. You might beat them three games out of four, but the result was usually in doubt right up to the finish. They didn't fall behind 12-to-2 in the fourth inning and bore everybody to death the rest of the way.

One striking thing is that the old-fashioned game, whenever used today, produces such excellent results. Look what Manager Paul Richards did with the White Sox last year. He took a second-division ball club and by letting it run wild—stealing bases and hitting and running—kept it in first place for a good part of the season. (And incidentally drew enough fans to make about a half million dollars for the owners.) The first manager who tries the same thing with a little better team will win himself some pennants.

Durocher's big gamble

LIPPY DUROCHER of the Giants went back to some of the old principles to win the National League flag last year. When he took over the Giants they had a lot of power and a lot of leaden feet. Against the advice of his front office he traded away such power hitters as Sid Gordon and Willard Marshall to get himself two men like Alvin Dark and Eddie Stanky for the key of his infield. (Stanky especially is a real old-fashioned player—quick, mean and able to worry the opposition pitchers to death.) It was a terrific gamble on which Durocher staked his whole reputation. But it paid off. That stretch drive Durocher staged last year will go into the record books and fans 20 years from now will hardly believe it.

Casey Stengel of the Yankees is in many ways an old-fashioned manager. At least he has Phil Rizzuto, around whom the whole team revolves, in there to bunt and to lay down hits in the opposite field. Casey won one of his key games against Cleveland last year—maybe the game that was the turning point—by having

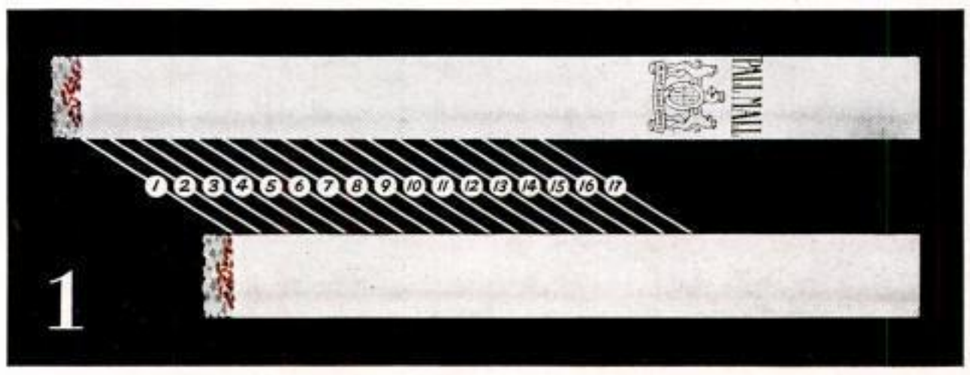
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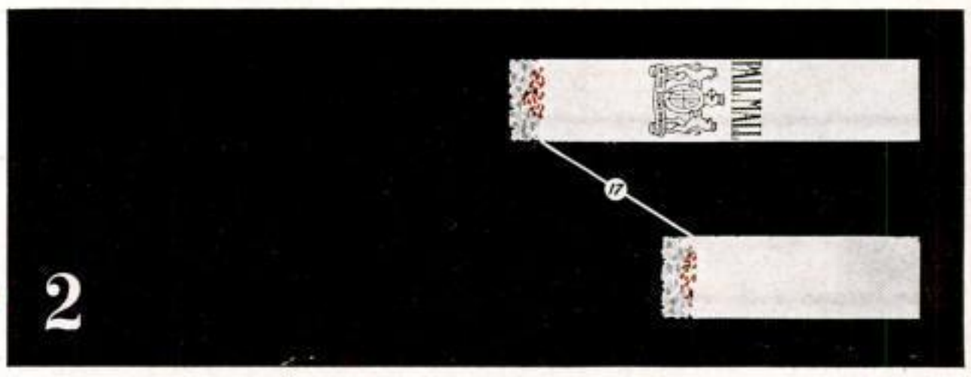
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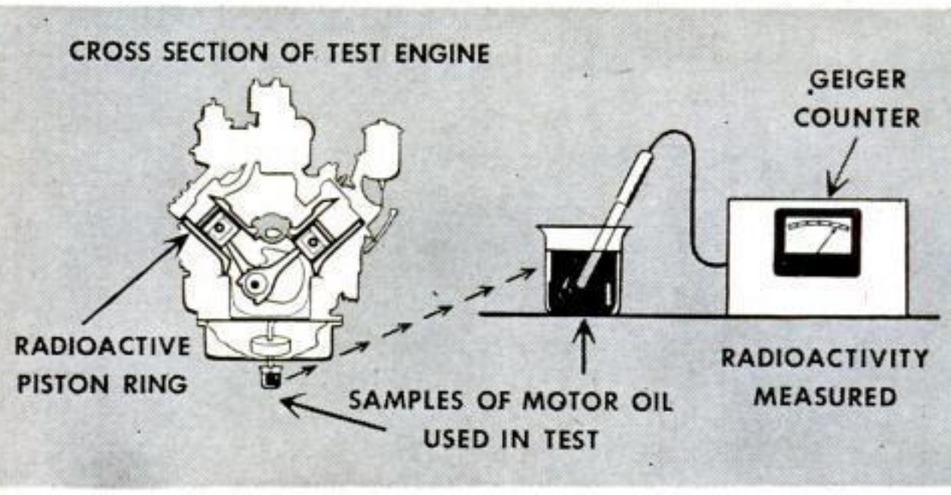
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COBB'S FIRST TEAM was the "Little Potatoes" in his home town of Royston, Ga. He is wistful lad—younger than his teammates—seated at far left.

TY COBB CONTINUED

Rizzuto squeeze Joe DiMaggio in from third. I never thought Stengel could win the championship with the team he had in 1950 and I never thought he could win it last year. But Stengel is uncanny. He gets more out of his players than they really have in them. I picked against him twice but I'll never do it again; he's made a believer out of me. I don't believe the Yankees have the best team on paper for 1952, but I expect Stengel will bring them home again.

Take the way he handled Gil McDougald last year. No rookie can be the leading batter of the Yankees unless he has a manager who understands him, encourages him and practically forces him to do his best. If it were not for Connie Mack, I'd call Stengel the greatest manager in history. Or at least I'd give him a tie with John McGraw of the Giants. The only thing that Stengel has, and McGraw had, is the advantage of a lot of money and a front office willing to buy any experienced players needed by the team. Mr. Mack never had the money and had to develop his own players; he was the greatest teacher ever known.

The one thing I hold against Stengel is his two-platoon system—his left-handed batters who only play against right-hand pitchers and his right-handed batters who only hit against left-handers. That's one form of modern "percentage" play which is strictly hokum.

Any left-handed batter can learn to hit left-hand pitchers—but only by looking at them from the batter's box, not by sitting on the bench. I myself couldn't hit left-handers at all when I arrived in the majors, but I loved them by the time I left. If the two-platoon system had been in use then, and I had been benched every time a left-handed pitcher came in, probably nobody would remember my name today. Or the names of such other left-handed batters as George Sisler, Eddie Collins, Babe Ruth, Joe Jackson, Bill Terry and Eddie Roush. The only difference to left-hand pitching is that the curve breaks away from you, rather than in toward you. What I did, after I caught on, was stand as far back in the batter's box as I could. That gave me an extra split second to watch the ball and a chance to hit it after it had broken. I also tried to hit it in the direction it was breaking—in other words, poke it out to left field instead of pulling it to right.

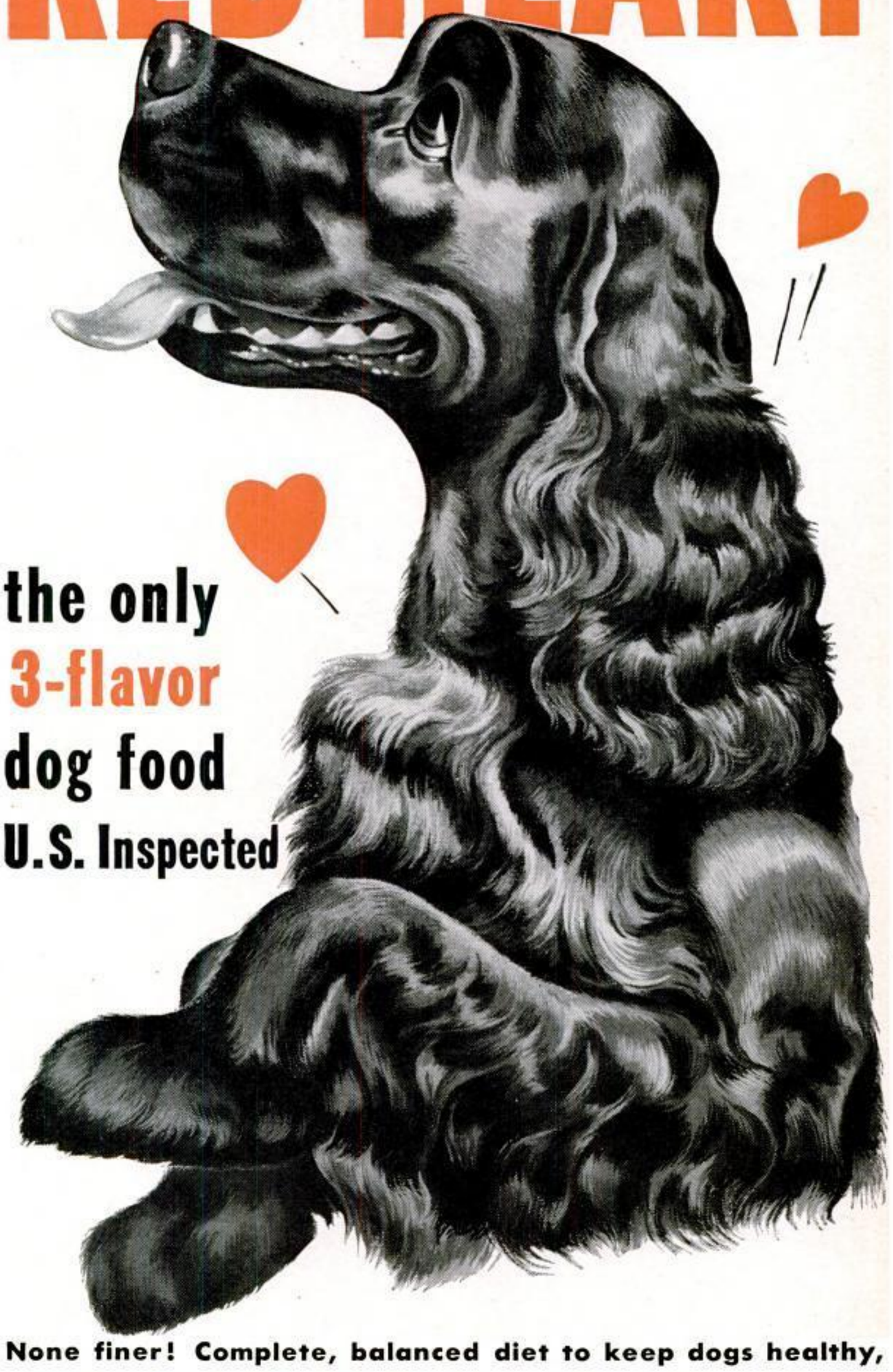
Pinch hitters don't hit

ALL the managers today work themselves into a lather over the "percentage" of batting right-handed against left-handers and vice versa. Make a note this season of how many times you see a manager lift a .280 hitter and bring in a pinch hitter who has been averaging only .240—but is supposed to be magic because he swings from the other side of the plate. It's the stupidest move in baseball. The good hitter will do better against any kind of pitching than the poorer hitter. Besides he's been playing all day; he's been looking at the pitching; he's all warmed up. The pinch hitter, who comes off the bench cold and has seen no pitching all day except

CONTINUED ON NEXT PAGE



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what was lobbed up to him in batting practice, has two strikes on him before he ever reaches the plate.

I say: put the best team you can on the field and then go all the way with it. Every time you see one of these modern box scores, where 15 men played for one team and 18 men for another, you can be sure a couple of managers have gone haywire. I refer them to the 1920 box scores, when the Dodgers and Boston played the longest game in big league history—a 26-inning, 1-to-1 tie. The pitchers went all the way; they each wore out a catcher and each manager made one other substitution. But that was all. And the game took only three hours and 50 minutes—not much longer than some nine inning games last nowadays.

I never could understand why the other fellows let Stengel get away with his two-platoon system anyway—if they really believe in all this "percentage" stuff. All you have to do is announce a right-hand pitcher and let him warm up. Naturally Casey puts all his left-hand hitters into the lineup. You have your right-hander pitch to just one man and then bring in your sleeper—a left-hander who has been warming up in secret under the stands. Now Stengel has to do one of two things, neither of which will make him very happy. He's got to go along with his left-hand hitters, who aren't supposed to be worth a nickel against your left-hand pitcher. Or he has to yank them out and they're through for the day, even if badly needed later in the game. This is a trick that Manager Bucky Harris of the Senators used against John McGraw in the 1924 World Series, but everybody seems to have forgotten it.

Another piece of modern strategy that seems foolish to me is the number of times managers have a batter take the pitch instead of swinging; they almost always flash the "take" signal when the count is 2-0 or 3-1—even with a good hitter at bat and a weak one coming up. So he misses a chance at the fattest pitch of all. Besides, a batter should never deliberately get himself into a position where he has only one strike left; it's too great a mental hazard. I always figured a 3-2 count was tougher on the batter than the pitcher.

Stopping the ball on a sweater

IF I were a manager today, I would quit wasting time on all these mythical stratagems and do one thing that's ridiculously neglected: train the tail end of my batting order as bunters and hit-and-run experts. I wouldn't let any of them, least of all the pitchers, try to reach the fences. They would spend all their time in spring training learning to lay down bunts, and to poke the ball first toward left field and then toward right. I myself learned to bunt by putting a sweater down on the infield and trying to stop the ball on it; I wonder how many modern players have ever gone to this kind of trouble. If they would, boys who are hitting .250 today, swinging for the fences and never quite reaching them, would become .280 and .290 hitters. Give me this little edge in the batting averages, and some smart base running, and I could worry any other team in the league.

All these things can be learned. I never had the natural hitting ability of fellows like Joe Jackson and Larry Lajoie; I could never have led the American League a single year except by studying, practicing and learning to keep my hits away from the fielders. I don't even think I had a great deal of natural speed on the bases; I imagine a fellow like Minnie Minoso could have passed me up any time. But I practiced running as hard as I practiced anything. When I was a kid I bought all the "How to Sprint" books advertised in *The Police Gazette*. I spent hours out in the field learning to pump my knees high and especially to break into a fast start. I would jog 10 steps, break into a sprint, slow down and start all over. I spent many other hours learning to run in a straight line at top speed with my head over my right shoulder, so that I could watch what the outfielders were doing with the ball. I even practiced limping. It's a great help to stumble deliberately at first base and come up lame, or to seem to be hurt by your slide. If your act is good enough the pitcher and catcher relax and it's no trick at all to steal second. Late in my baseball days I got to figuring that some day I could stumble at third base and sort of limp down the base line toward home, rubbing my leg and looking as if I meant to call time and get the trainer out. I thought that sooner or later I might be able to limp close enough so that a sudden sprint would get me to the plate. But this was one play I never got to try.

I would also insist on a good fielding team; fielding is mostly a matter of practice and almost any player can learn to do it. Any time you see a poor fielder you are looking at a man who just hasn't bothered to learn. In the old days Rogers Hornsby was an example; he was the greatest right-hand hitter of all time, but you can't put him on the all-star team because his shortstop and first baseman

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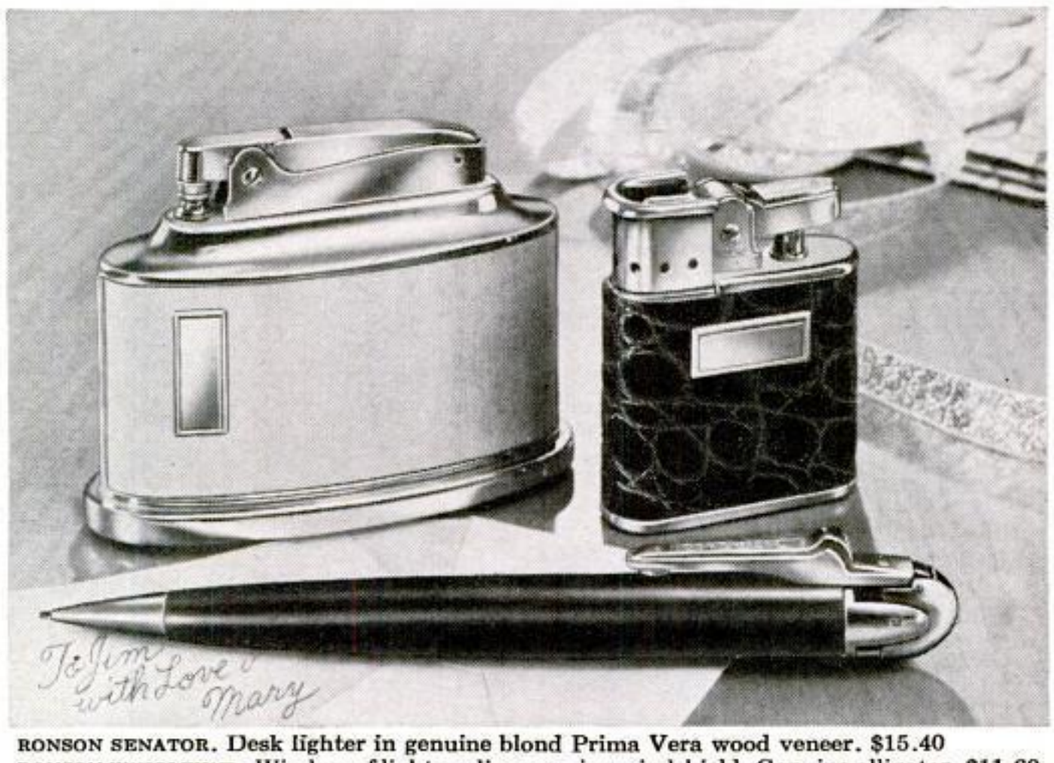
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used to have to go over to catch pop flies for him. An opposite case was Hank Greenberg, who moved from his normal first base position to the outfield so the Tigers could put Rudy York's power into the lineup. Greenberg trotted out to the field mornings and on days off to shag fly balls and play them off the fences, and became a first-rater even though he started late in life.

In a way it was a bag of peanuts that started my career and taught me that baseball is worth full-time attention—and all the practice you can get—if you are going to play it at all. I was 16 years old and playing for Augusta, Ga. in the Sally League mostly for the laughs, without any thought of being a big leaguer. I liked to run the bases and take my turn at bat, but I couldn't be bothered with the finer points of the game. One day we had a 2–0 shutout going for us and I had lost interest to the point of taking along a bag of peanuts to eat while waiting in the outfield. A fly came my way; I hesitated between saving the peanuts and making the catch—and the ball bounced out of my glove to spoil our shutout.

Our manager, a wonderful old fellow named George Leidy who had played with the best of the minor leagues, didn't say anything at the time. But that night he took me for a streetcar ride and opened my eyes to what baseball should mean. He wasn't angry, just disappointed, he said. Baseball was a great game; it had unlimited opportunities for a boy who knew how to play. Eating peanuts in the outfield was all right if you thought the game was just a joke. But suppose you were too ambitious for that sort of horseplay? Suppose you kept your eye on the ball, studied, practiced, learned to make the most of what nature had given you? You could go to towns that would make Augusta look like a crossroads. You could be famous; you could make a fortune. And every boy in America would idolize you. Your name would even go down in the history books.

If I was interested, Leidy would be glad to help me. He knew some bigtime tricks like the hit-and-run; he could help me learn to bunt. And he had some ideas about getting the jump on the ball in the outfield. Provided, of course, that I wasn't concentrating all my attention on peanuts.

That night was the turning point. I made up my mind to be a big leaguer if it killed me. I never again thought of anything else while I was on the playing field. Leidy turned me loose on the bases. For hours on end in the mornings he threw the ball to me with an arm that had long since gone dead and painful, while I tried to bunt it onto my sweater. He taught me how to poke a hit-run ball through the hole the infielders left while covering second base. He taught me how to lure the third baseman in for a bunt, then slash the ball past him. Baseball, I knew all of a sudden, was my destiny.

I have my own opinion about most modern ballplayers, especially the high-and-mighty bonus boys and the fellows who like to eat and sleep all winter, the Ted Williamses who won't learn to hit to the opposite field and the pitchers who can't lay down one decent bunt all summer. I think we should throw them all a bag of peanuts.



COBB AND WIFE, married in 1949, play a winter round of golf. He took game up seriously after leaving baseball, swings southpaw, has been in low 70s.



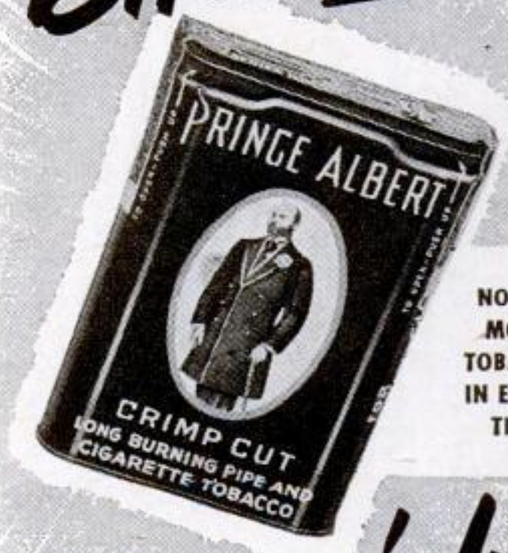
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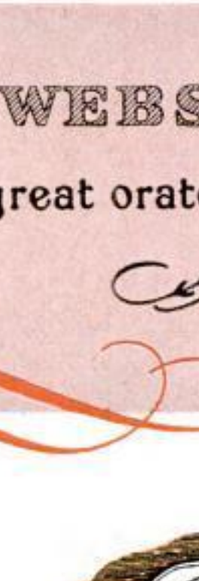
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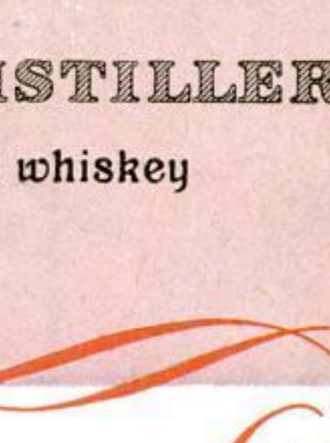




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GOLD SEAL VINYLFLOR IS READY FOR YOU NOW! See it at your floor-covering dealer's . . . and to be certain that you are getting the most in beauty and wear, look for the GOLD SEAL — your guarantee of satisfaction or your money back. It's the mark of the finest floor coverings in the world!

VINYL INLAIDS

VINYLFLOR
VINYLTILE
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Another Great Gold Seal Advance

goleum-Nairn Inc., Kearny, N. J. Makers of guaranteed floor and wall coverings: Gold Seal Nairn Inlaid Linoleum · Gold Seal Vinyl Inlaids · Gold Seal Congoleum · Gold Seal Congowall · Gold Seal Asphalt Tile
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Baby fussing? Dinner to get?

When baby wants attention and daddy wants dinner, your best friend is *quick-quick* Minute Rice! It's *pre-cooked*—just bring to a boil—turn off the heat. It does the rest! Comes out fluffy and perfect *every* time—each grain a delight!

Served plain it does wonders on rounding out a pick-up meal. Or try a special flourish like the marvel shown below. You can whip it together in just 13 minutes while Papa pacifies Junior. Either way, you'll understand why so many women are never without *quick-quick* Minute Rice!

Handy timesaver...Minute Rice!

Quick and Easy!
No Washing! No Rinsing! No Draining! No Steaming! *It's* pre-cooked.

Quick and Handy!
Keep Minute Rice on hand always! Get the *Triple Economy Size!*

Quick and Delicious!
Minute Rice gives you perfect rice *every* time! Fluffy, long-grained, delicious!

Just 13 minutes with Minute Rice!

Super Salmon Supper

Combine 1⅓ cups Minute Rice, 1½ cups water, ¼ teaspoon salt. Prepare as directed on package. Meanwhile, cook ½ cup diced celery in 2 tablespoons butter until tender. Add 1 can condensed celery soup, ½ cup milk, 3 tablespoons sliced, stuffed olives, 1 tablespoon lemon juice, 1 cup (7¾-ounce can) salmon, drained and flaked. (If you prefer, substitute tuna, crab meat, lobster, any other flaked fish—canned or cooked.) Heat. Add 2 tablespoons butter to the grand-eating, fluffy rice and top with salmon. Garnish with olives for a flavorful meal-in-one dish! Serves 4 delighted people.

Another quickie: Tomato Rice! Combine in saucepan—1⅓ cups Minute Rice, 1¾ cups tomato juice, ½ teaspoon salt, ½ teaspoon sugar. Bring to a boil, cover, simmer 2 minutes. Let stand 10 minutes. Minute Rice takes on color—absorbs flavor! For other quick-quick recipes, see your Minute Rice package.

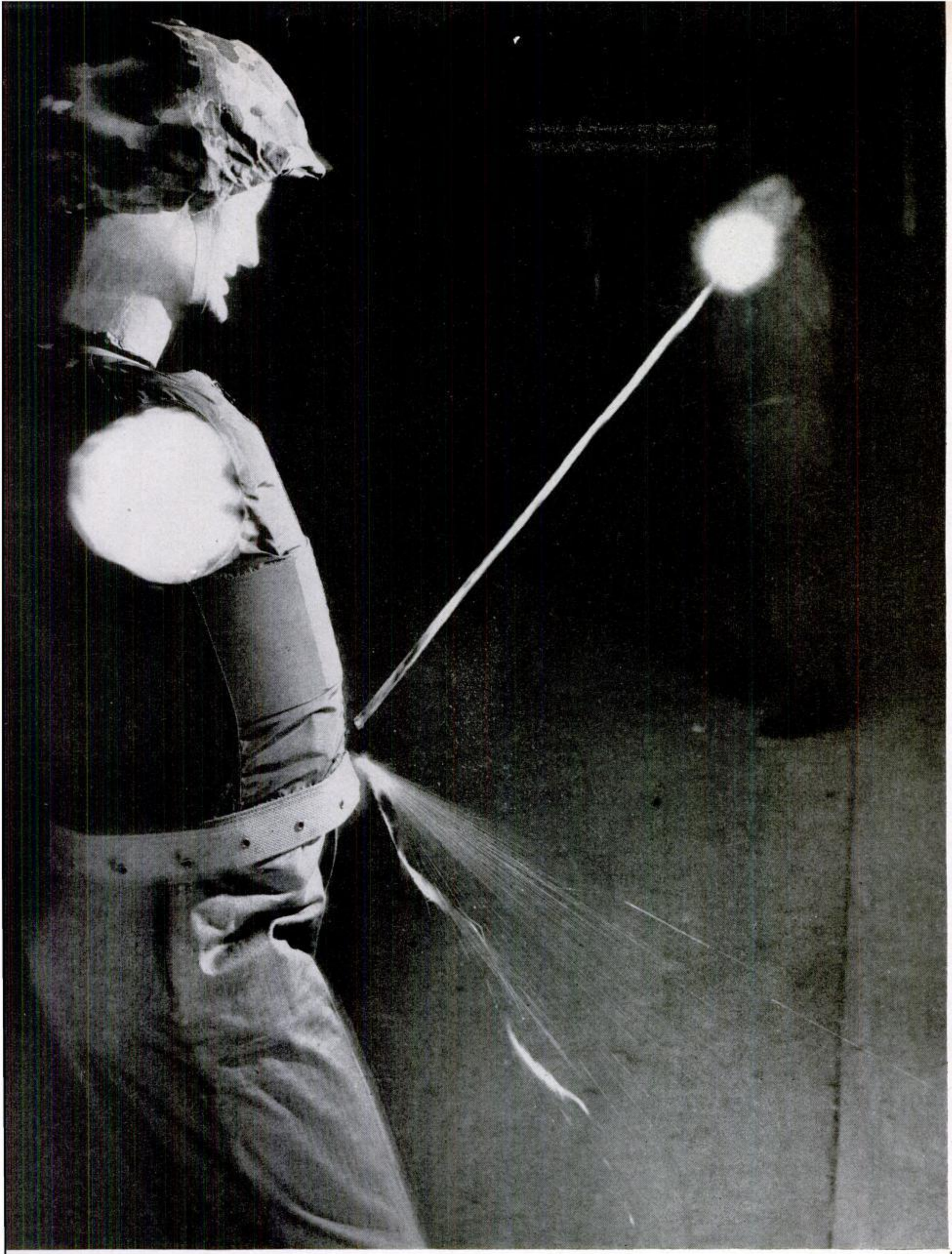


For perfect rice in next to no time ××× pre-cooked

MINUTE BRAND RICE

A Product of General Foods

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BOUNCING BULLET, a tracer fired from .45 caliber pistol at 25 feet, ricochets off vest worn by dummy (*left*) although it would have penetrated six inches of wood. A second bullet fired at a more direct angle tore into plastic and Fiberglas panel (*below*) but stopped half way through.

MODERN ARMOR FOR MARINES

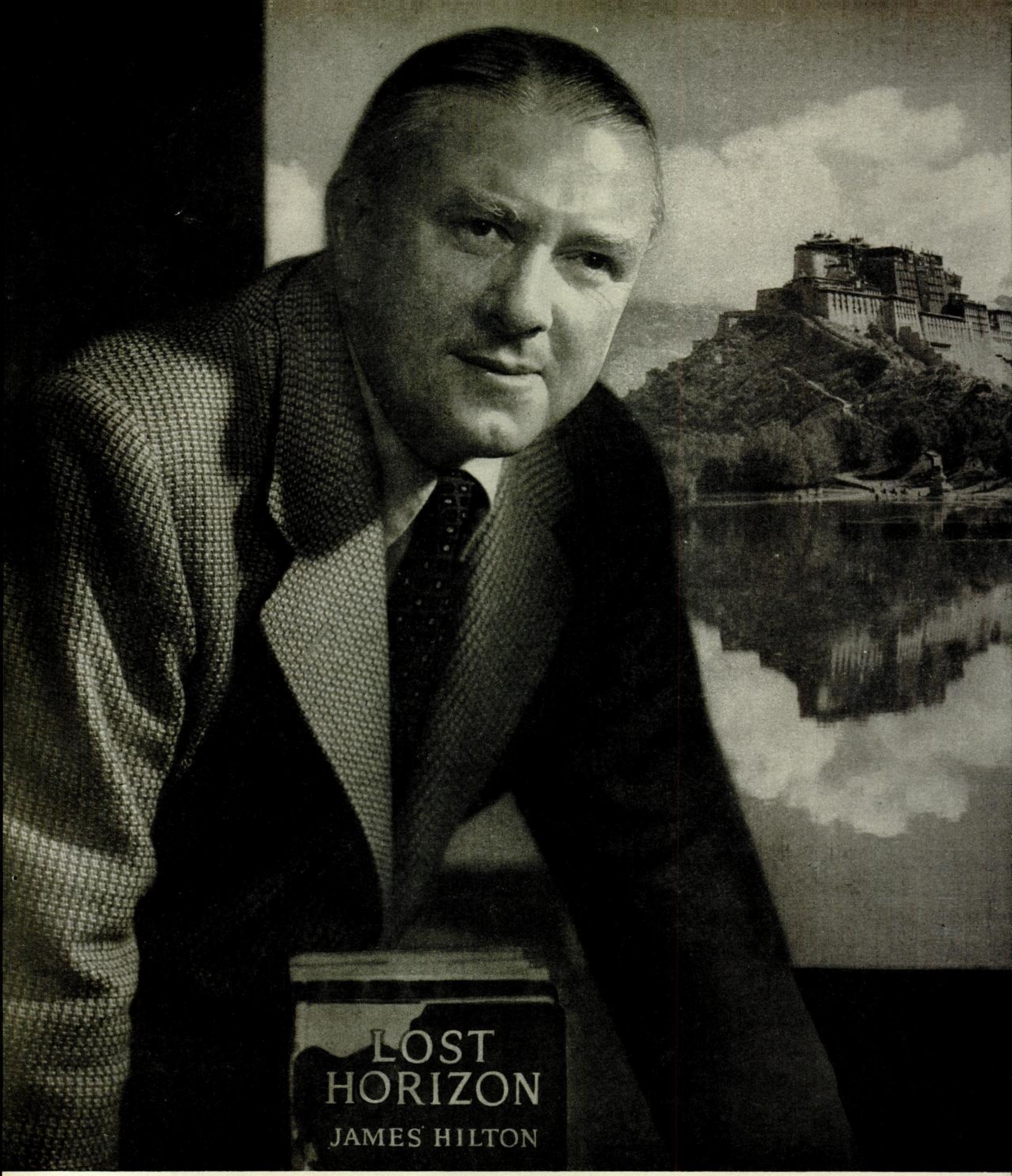
"You shall arm me according as I wish," the Holy Roman Emperor Maximilian I commanded his armorer in the 16th Century, "for it is I and not you who have to take part in the tournament." Being an emperor who rode to battle on a horse, Maximilian got what he wanted right away. The modern foot soldier, who has to send his ideas up through channels and cannot carry a load of steel around on him, has had to wait longer for the kind of protection he needs. But now the U.S. Marines have finally perfected a practical piece of armor for today's infantrymen.

This is a lightweight plastic-armored vest which weighs only 7 pounds 12 ounces but will stop mortar shell fragments at 10 feet, grenades at three feet and .45 caliber bullets at close range. Inside its cloth covering are stiff, overlapping plates made of Fiberglas cloth and plastic. If a .45 bullet strikes these plates at an angle, it caroms away harmlessly (*above*). If it strikes head on it tears into the plates but usually stops before it gets all the way through (*right*), although the impact may cause bad bruises or broken ribs.

The vest, now regulation Marine equipment, is being worn by some Korea leathernecks. The Army is battle-testing its own experimental armored vest, made of nylon. The new armor should bring a significant drop in casualties. Seventy percent of all battle casualties are caused by the kind of missiles and fragments the vests can stop.



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JAMES HILTON probably is the only novelist whose imagination has christened a U. S. ship of war. (The aircraft carrier *Shangri-la* was named for a fictional Tibetan location in his *Lost Horizon*.) But any one of a number of his novels would have brought him fame. Among his best-known titles are *Goodbye, Mr. Chips; Random Harvest;* and his new best seller, *Morning Journey*.

More people like it, more people buy it, than any other ale... by 4 to 1

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HOW WOULD YOU put a glass of Ballantine Ale into words?

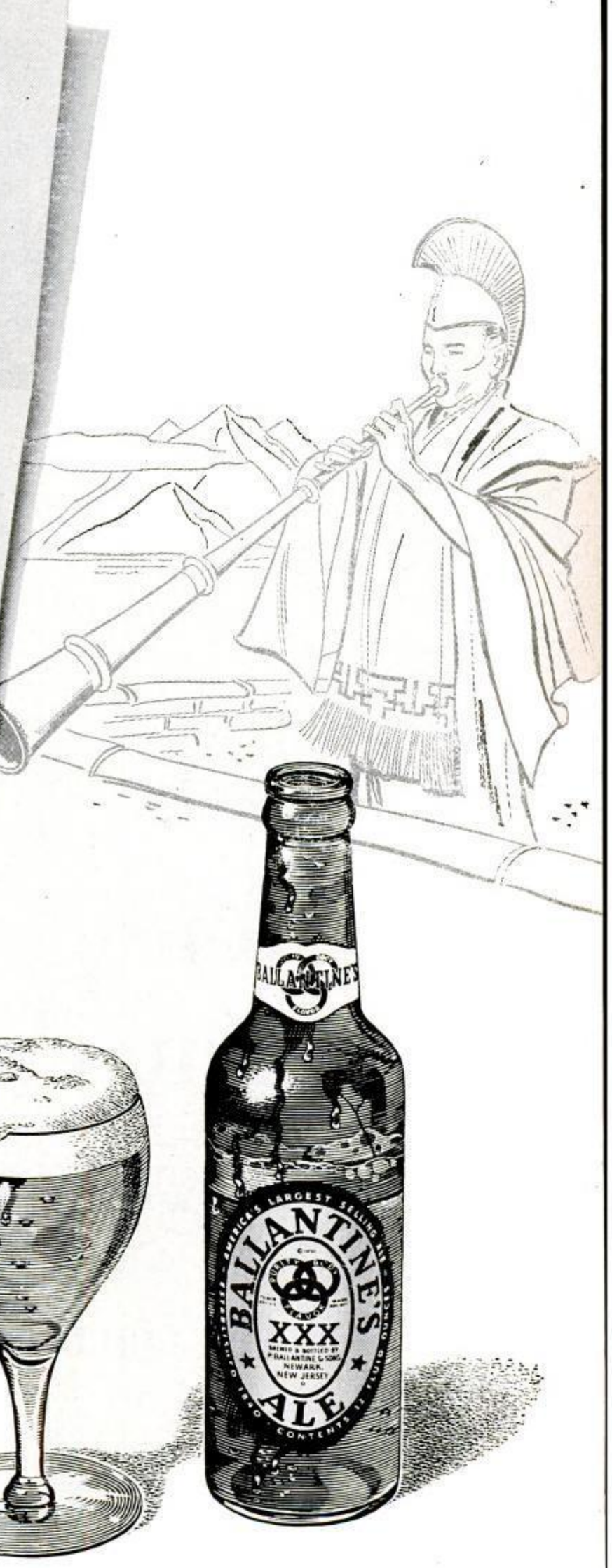
Here, James Hilton, famous author of "Lost Horizon," has a try at it...

James Hilton

I first tasted Ballantine Ale on a mountain. We had left a few bottles hidden in the first snow on the way up, and when we came down they were treasure trove - deliciously iced and full of the flavor of fellowship and happy hours.

Since then I have enjoyed Ballantine Ale and offered it to friends on many far different occasions - lower in altitude, but just as high in satisfaction. For Ballantine is a good drink at all levels - and by a good drink, I mean that I've always found it thirst-quenching, smooth and comfortable, kind to the senses and nourishing to the memory.

James Hilton



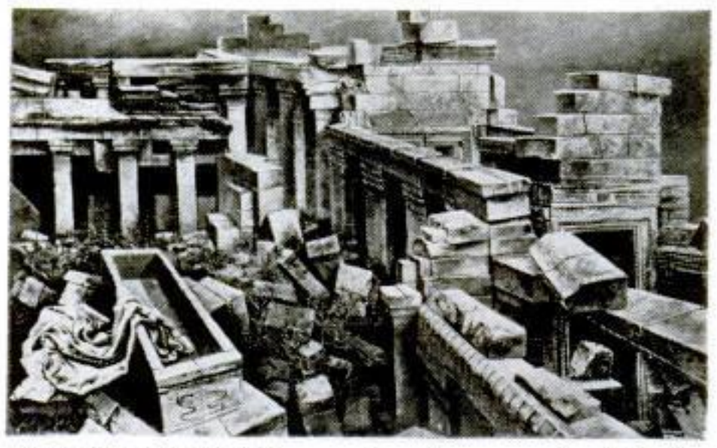
BALLANTINE ALE

PURITY BODY FLAVOR ®

Purity, Body and Flavor in every refreshing glass

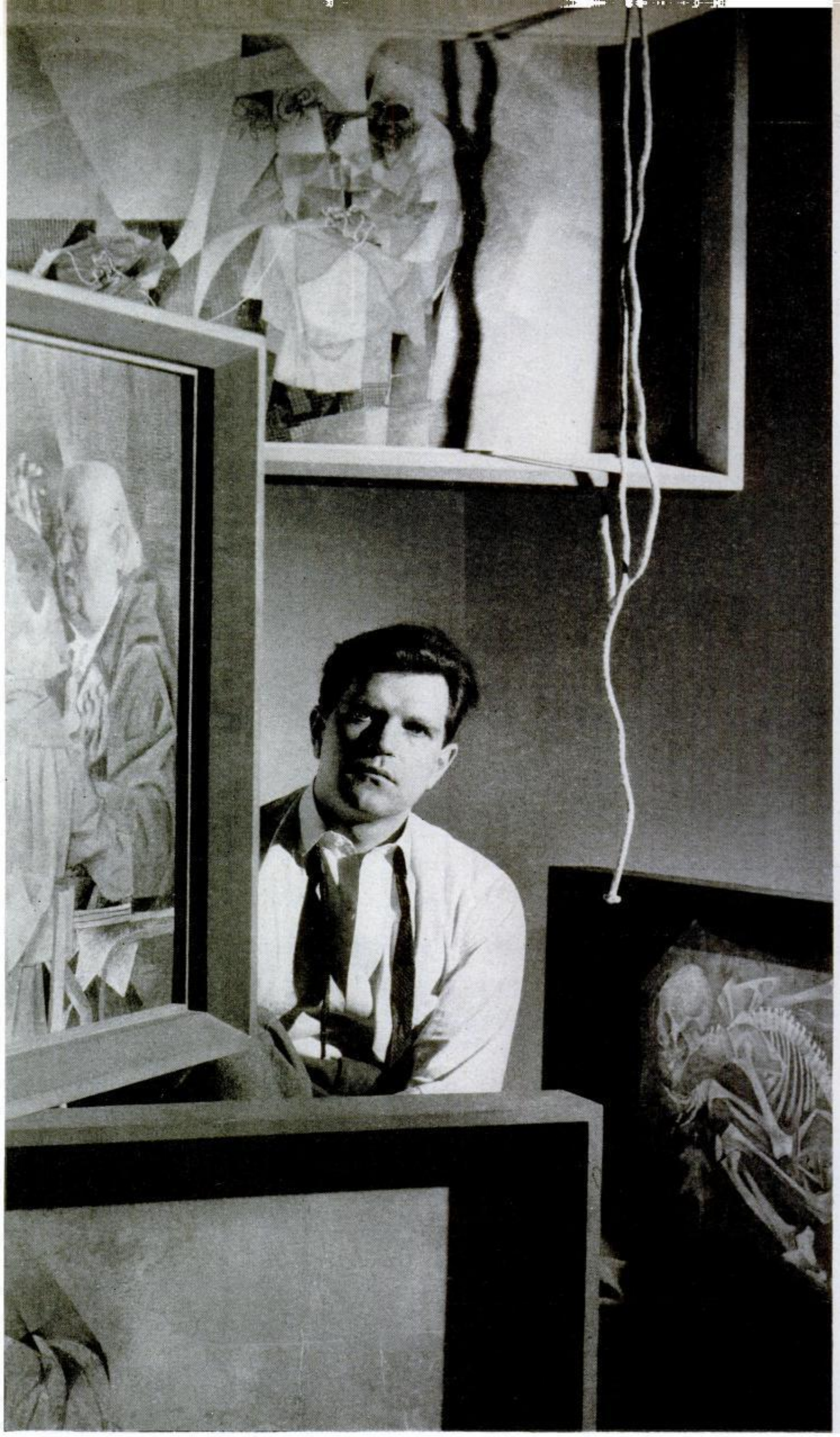
P. Ballantine & Sons, Newark, N.J.

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'LIFE' PAINTING reproduced as sample of Reinhardt's work in story on 19 artists is sepulchral scene symbolizing the Resurrection. It was done in 1949.

Young Painter's Progress



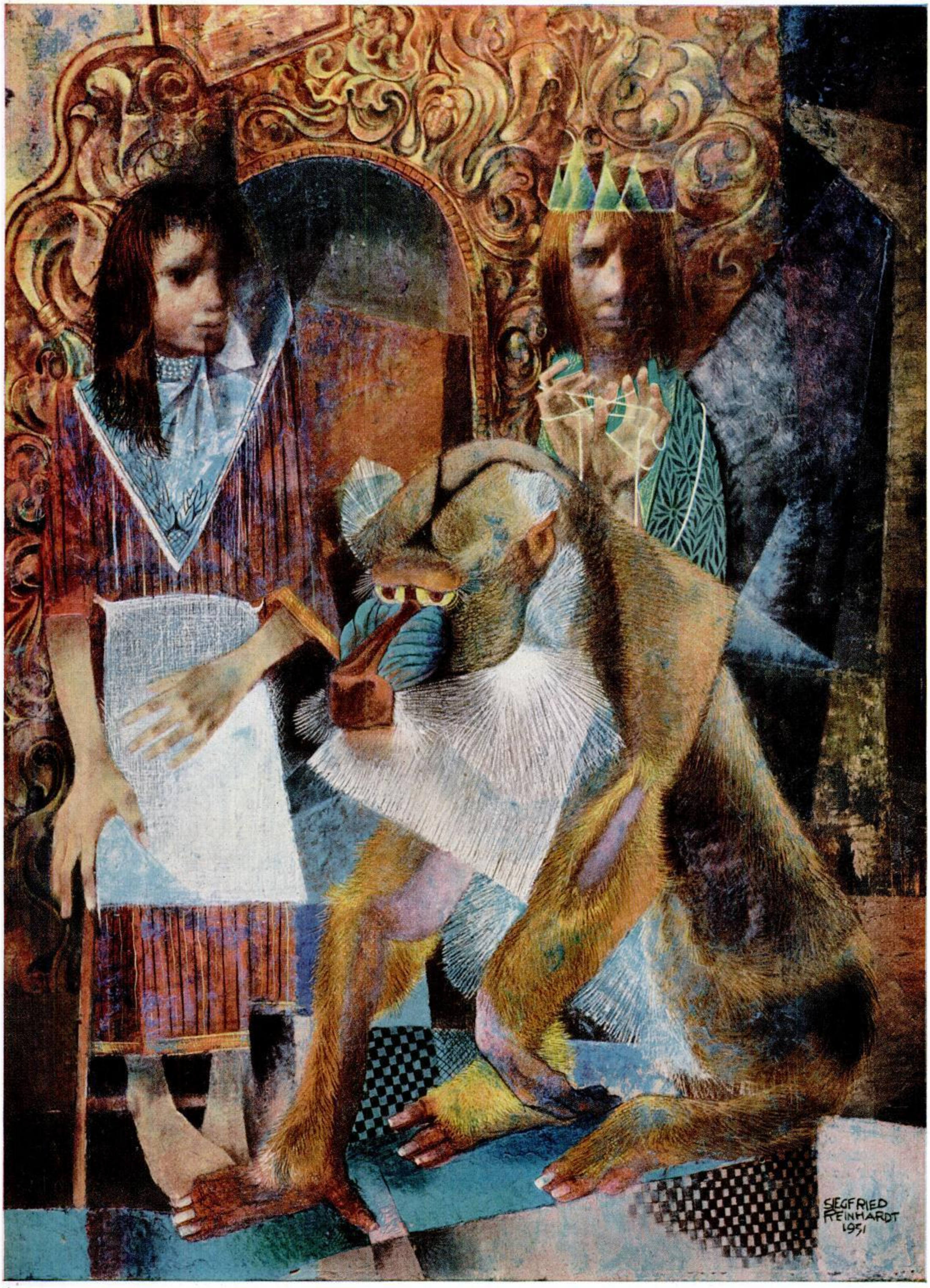
REINHARDT at the age of 26 is serious and industrious. He manages to complete about 50 pictures a year, sells most of them at prices ranging from $300 to $750. String is a recurring symbol in his paintings.

AT 26 SIEGFRIED REINHARDT HAS GAINED RECOGNITION ACROSS U.S.

Two years ago in its survey of young American painters LIFE (March 20, 1950) named a 24-year-old artist, Siegfried Reinhardt, as one of the most promising of the new generation. Although he was the youngest of LIFE's 19 choices, Reinhardt had already earned a reputation for himself in his home town of St. Louis where he was given his first one-man show at the age of 17. Since LIFE's story appeared, Reinhardt's paintings, an unexpected blend of sharp-edged realism and luminous abstraction, have been hung in exhibitions throughout the country and have been purchased by the St. Louis Museum and other galleries. This winter the University of Southern Illinois at Carbondale inaugurated their refurbished art gallery with a large Reinhardt show. The exhibition, held in an area which a few years back was generally unresponsive to art, drew crowds from outlying farms and towns in adjoining states and set a record in the gallery's attendance.

Although recognition has come early to Reinhardt, he feels he has only begun to explore the joint realms of painting and ideas. Of German birth, he has always been "dead serious" about art, as a child spent half the night copying old German masters like Dürer and Holbein. More recently he has become absorbed in the intricacies of abstraction, creating bright-faceted compositions which suggest the stained-glass windows he now designs to bolster his income. Yet through all his art runs a somber Germanic strain, conjuring up a spellbound world in which animals, children, toys and even pieces of string become symbols to Reinhardt of the conflict in man between the material world and the spirit.

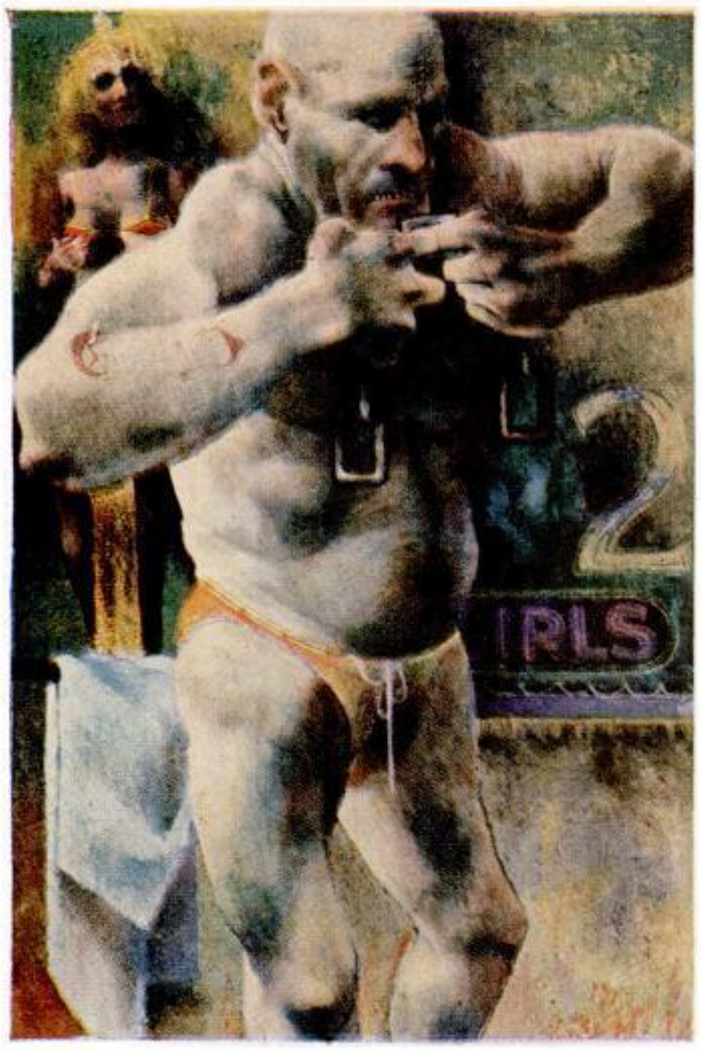
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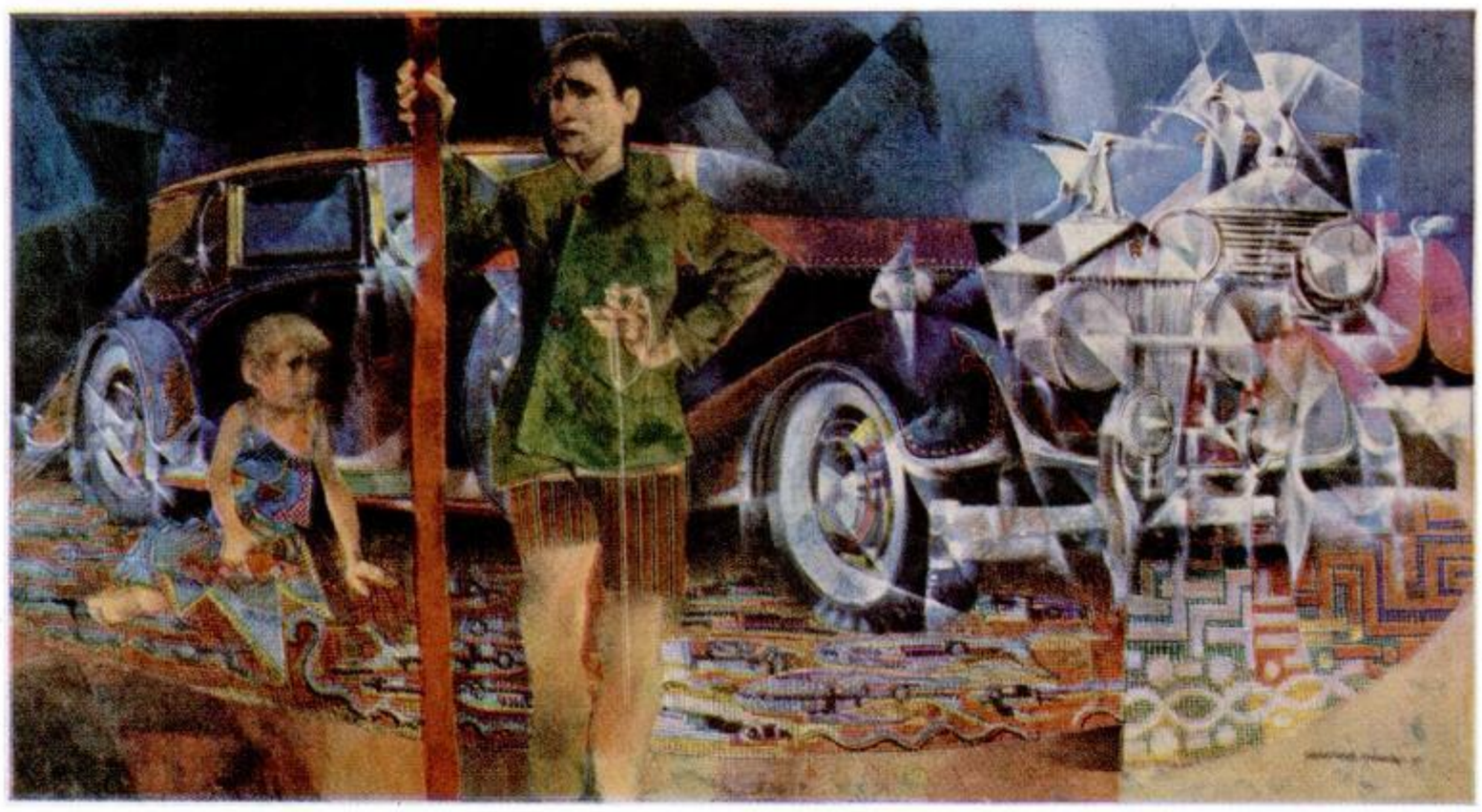
MANDRILL AND MAIDENS meet in shadowy half-world of dreams and reality. Stunned by sight of beast, symbolizing brutality of external world, girls cease their games of make-believe and cat's cradle. Reinhardt got idea for picture at zoo where mandrill impressed him as both "gorgeous and hideous."

CONTINUED ON NEXT PAGE

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STRONGMAN breaking an iron chain suggested to the artist man's struggle for mastery over matter.



FLASHY AUTOS represent for Reinhardt an era of "profound materialism." Boy in the foreground clings to more spiritual values, symbolized by string, but child with toy car has already accepted materialistic pursuits.



STRINGS AND DEAD BIRD are fanciful playthings for children who pursue with serious eagerness the private games and fantasies they invent. Reinhardt, who studies and sketches the children in his neighborhood, uses them in paintings as symbols of man who is "enchanted by poetic loneliness" and fearful of reality.

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You don't have to read music to play this organ!

Anyone can play the revolutionary Hammond Chord Organ without taking one music lesson!



UNTIL YOU HAVE PLAYED the Hammond Chord Organ, you'll probably find the facts about it hard to believe.

Yet every statement is true. Thousands of people who have never before played *any* instrument, who didn't know one note of music—actually played the Hammond Chord Organ the first time they tried.

How is it possible? This new kind of instrument is designed so you can play beautiful accompaniment chords by pressing a button with one finger. (On a standard keyboard this takes 3 to 5 fingers.)

You don't have to learn music, either. You can play the Hammond Chord Organ from simple picture music or from standard music. The *first* day you'll probably play one or two easy pieces (like "Home Sweet Home" or "Home on the Range"). In a few days you'll perform pieces you once would never have attempted without lessons.

Even practice is fun because you, your family, your friends learn by playing the music *you* like. Hundreds of selections, popular and classical, are included with your Hammond Chord Organ.

This instrument is so incredibly easy to play that it has become a short-cut to the world of music for thousands who longed to play, but had no time to learn. Yet you will never outgrow the Hammond Chord Organ. It is an organ in every thrilling sound it produces.

If you find this difficult to believe, do this: go to your Hammond Organ dealer. Spend a half hour in private with the Hammond Chord Organ, the instructions, the picture music. Judge what we say by the music you can play. There is no cost or obligation when you make this test.

The Hammond Chord Organ is $975 f.o.b. Chicago (without bench). Your dealer will be happy to arrange terms if you wish. If you want more information just fill out the coupon below and mail it to us.

You learn to play by playing. A generous library of music, from popular songs to classical symphonies, in picture music (right above) and standard music, comes with each Chord Organ.

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made by the makers of the world-famous Hammond Organ

MUSIC'S MOST GLORIOUS VOICE

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IN A TV STAGE SETTING REPRESENTING A STUDY BISHOP SHEEN, WITH A DRAMATIC GESTURE, UNDERSCORES ONE OF HIS POPULAR INSPIRATIONAL STORIES

SHEEN ON TV SCREEN

Last month the Du Mont network put on a program that violated almost all television precepts. A religious half hour, scheduled for Tuesday (8–8:30 p.m. E.S.T.) in opposition to Berle and Sinatra, it had no orchestra, no script, no supporting cast, almost no props. All it had was Roman Catholic Bishop Fulton J. Sheen standing before the camera and talking. In less than two months the program, jumping from three to 15 stations, has turned into TV's most successful and most talked-about new program.

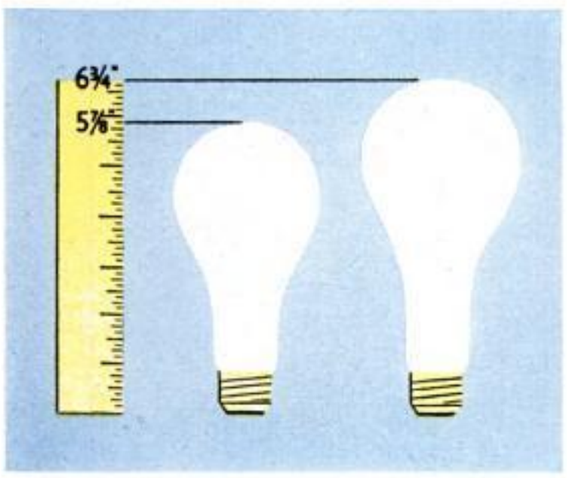
Bishop Sheen, who was already famous as a speaker and writer and is now national head of the Church's Society for the Propagation of the Faith, talks in a carefully offhand way. Few of his remarks are in themselves sectarian, although there is no mistaking their Catholic perspective. His language is vivid, his gestures eloquent. His naturally hypnotic eyes look even deeper under TV lights. Telling of the Nativity (*above*) he said the Christ Child's hands held "the reins of the sun and moon and stars." Eyes flashing, he raised his right hand and seemed himself to tug at the reins. He tells jokes—one, for instance, about Adam walking with Cain and Abel outside the Garden of Eden and saying: "Boys, that's where your ma ate us out of house and home." The Bishop's jokes, TV critics agree, sound no older than Milton Berle's. Bishop Sheen even brought Berle into his talk on evolution. Man, he explained, is distinguished from beast by his power of laughter, and, without laughter, "there could be no Milton Berle."

CONTINUED ON PAGE 95

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EXTRA BRIGHT BULB IN NEW SMALL SIZE





Both these 150-watt bulbs give the same amount of clear, bright light, yet the new Westinghouse bulb shown at left is nearly an inch shorter.



There's plenty of light in the kitchen when you use the new Westinghouse 150-watt bulb. It is also ideal for reading, studying and sewing.

You'll be surprised at the difference, when you put one of these new smaller 150-watt bulbs in your kitchen or in a study or reading lamp.

It gives 60 percent more light than a 100-watt bulb and costs just 4¢ more! It's the most beneficial new improvement in light bulbs in recent years. It's the product of Westinghouse lamp engineering.

Use this new bulb in fixtures or lamps wherever good light is needed. Westinghouse Lamp Division, Bloomfield, N. J.



YOU CAN BE SURE...IF IT'S



Westinghouse

Tune in TV's top dramatic show . . .
WESTINGHOUSE STUDIO ONE . . . every week on CBS-TV.

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REOLA



HELEN



you... a model?



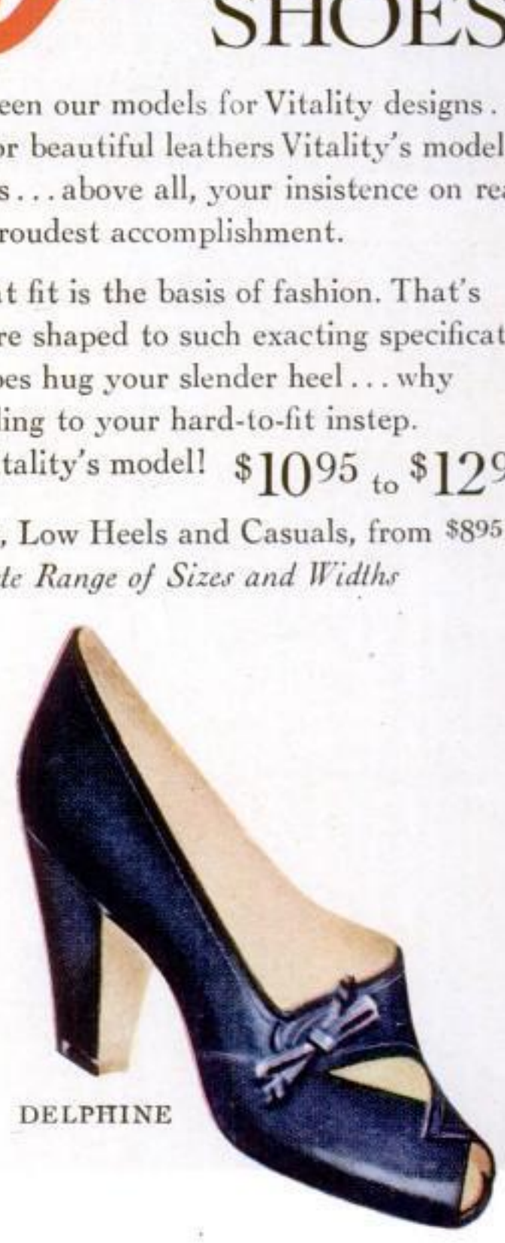
REY



TILDA



NANETTE



DELPHINE

yes...for *Vitality* SHOES!

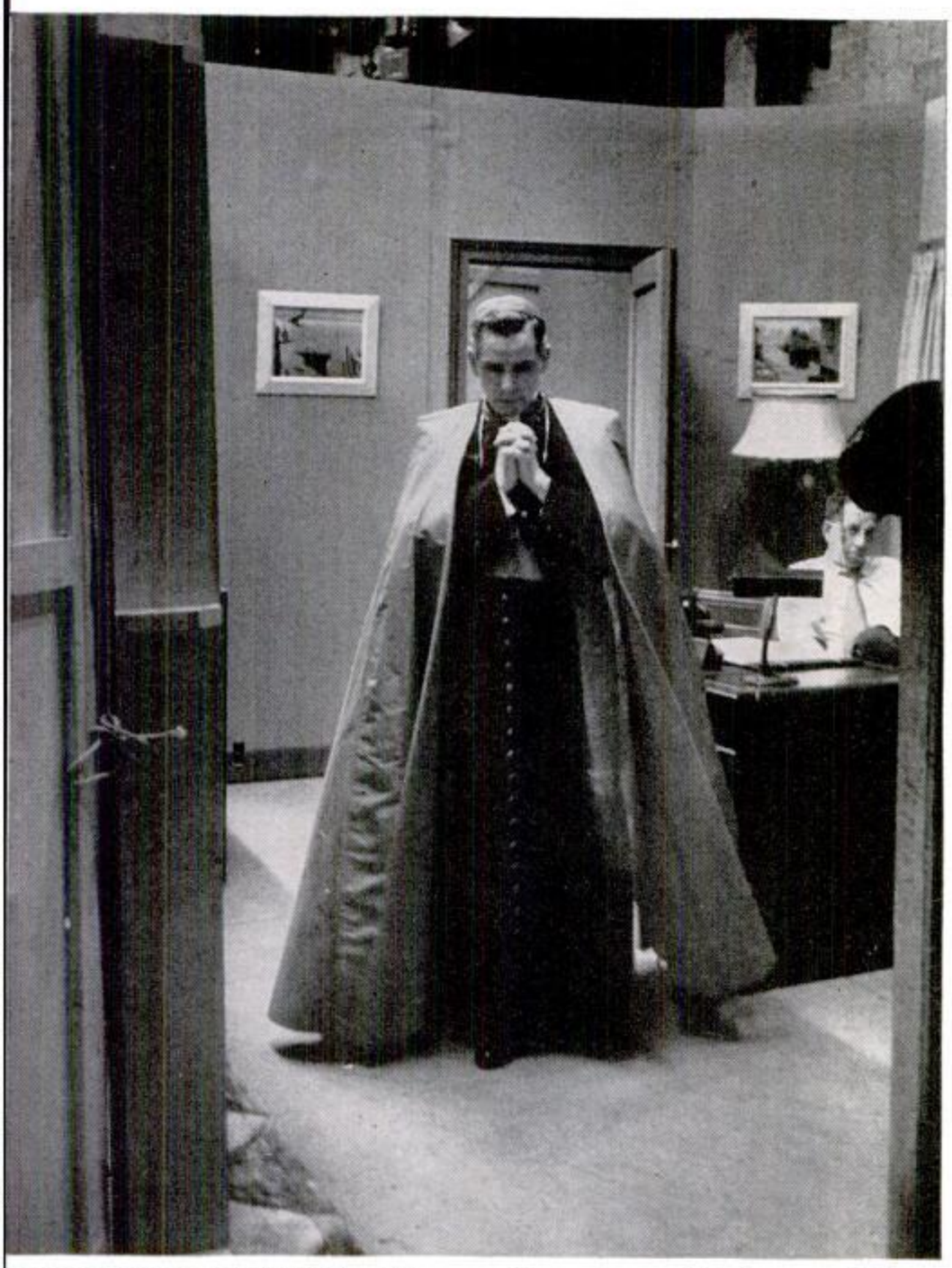
Your desires have been our models for Vitality designs . . . your appreciation for beautiful leathers Vitality's model for quality materials . . . above all, your insistence on real comfort Vitality's proudest accomplishment.

We believe, too, that fit is the basis of fashion. That's why Vitality lasts are shaped to such exacting specifications . . . why Vitality Shoes hug your slender heel . . . why elasticized pumps cling to your hard-to-fit instep.
So you *had* to be Vitality's model! $10.95 to $12.95

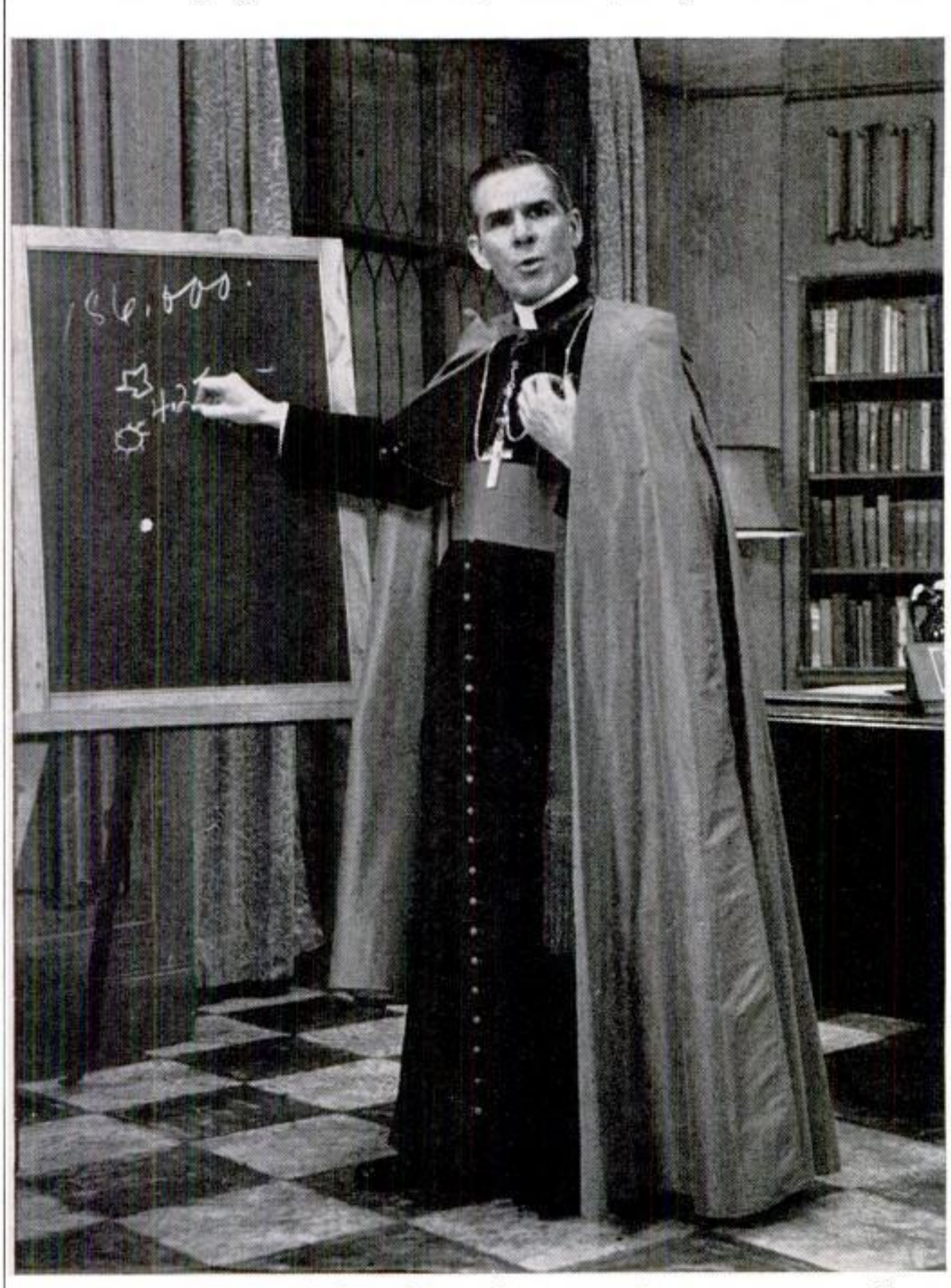
Vitality Wanderlust, Low Heels and Casuals, from $8.95
Complete Range of Sizes and Widths

Vitality Shoe Company, Division of International Shoe Company, St. Louis 3, Mo.

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BEFORE TELECAST Bishop Sheen meditates in an adjoining set which was used for a drama show, *Hands of Destiny*. The Bishop does not use a script but his monologues sound so polished that viewers write him requesting copies of his talks. Each program draws about 8,500 letters, many from non-Catholics.



DURING TELECAST Bishop Sheen illustrates talks with drawings. "This lopsided star," he said, "looks as if it had a bad night." When he found his slate wiped clean, the Bishop said, "My angel cleaned my blackboard again. For . . . all union organizations, I want to say this angel belongs to a union!"

CONTINUED ON NEXT PAGE

BRIGHTER SHINES
½ THE RUBBING
WITH KIWI
(Kee-Wee)
SHOE POLISH

SURVEYS PROVE
MARINES PREFER KIWI 38 to 1
• Covers Scuff Marks! • Gives Shoes Richer Color!

Nobody knows a quality shoe shine better than a Marine! And in independent surveys Marines preferred KIWI 38 to 1 over the second brand. Try KIWI yourself and see why!

Ask any Serviceman . . . Soldier, Sailor, Marine

KIWI
(Kee-Wee)
Shoe Polish

• BLACK • TAN
• BROWN • BLUE
• DARK TAN • MID-TAN
• OXBLOOD • MAHOGANY
• CORDOVAN • NEUTRAL


HART SCHAFFNER & MARX

Military academy uniforms are usually gray. But was it always so? What about West Point? Tom Hall raised the question when he was painting the young cadet for our Hart Schaffner & Marx ad (in current issue of Saturday Evening Post). It took time to get the answer but it may interest you. It may even win you a pot of gold on a radio quiz program. The U. S. Military Academy at West Point was founded in 1802 and the uniform was a long-tailed blue coat with gray trousers—pardon, pantaloons. The white belts were first introduced in 1804 and the gray coat in 1816, in honor of Winfield Scott's victorious regulars of the War of 1812.

So West Pointers have worn gray for 136 years. Gray was flattering to men in 1816. It is today. In fact, you can't imagine a man's wardrobe *without* a gray suit any more than you can imagine a Hart Schaffner & Marx dealer without a wide selection of grays. Worsteds. Flannels. Gaberdines. Tweeds. Your problem won't be "Should I?" but rather "Which one?"

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YEARS LONGER
WITH

Eclipse

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★ The leader since 1938... has all the outstanding and exclusive features to deliver effortless, finger-tip controlled precision power mowing. This economical home-size model gives years of trouble free service.

LARK 18"

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Model names are registered trade marks of The Eclipse Lawn Mower Co.

★ You'll finish faster...feel fresher...when your precision-built Eclipse Power Mower does the work. Leaves more time for fun in the sun this year and for years to come. Why accept less than the best. Order as early as possible to avoid delivery delays due to rush of important defense work.

★ Models for every purse and purpose. Whatever your mowing requirements, you can expect and get years of unequalled service with an Eclipse. What's more, you are assured carefree maintenance of a more beautiful lawn.

Remember, you can always depend on Eclipse for parts and repair service. Authorized Parts and Service Distributors in most Metropolitan Areas.

Before you buy a Lawn Mower READ THIS FREE BOOKLET...

Tells you what to look for. Lists facts and figures. Pictures models. Write today and be sure of what you buy.

Only Eclipse offers all these features:

- Power driven wheels.
- Power driven heavy duty reel.
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- Finger-tip controls.
- Dependable 4-cycle power.
- Five sharp durable blades.
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- 50 years' experience devoted solely to the design, engineering and production of quality lawn mowers.

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Division of Buffalo-Eclipse Corporation

Eclipse Power Lawn Mowers are manufactured in Canada by MAXWELL, LIMITED, St. Marys, Ontario

A Complete Line of Hand and Power Models by Eclipse

EXCERPTS FROM HIS TALK



SHEEN DURING SERMON

Although sometimes amusing in delivery, Bishop Sheen has a serious aim: to present in a personal way the manifestations of God's work and Christ's love in daily living. Below are excerpts from a recent telecast.

"*The present-day tendency is to minimize the importance of man. For some reason there is almost a conspiracy against man. Man is being reduced to an animal. There are, however, fundamental differences, and one is art. Art is the projection of the ideal into the real. I speak of true art, not some modern art, when you cannot tell if it is a drunken man going up stairs, or stairs going up the drunken man. . . .*"

•

"*We are going to give a special definition of humor. We say man has a sense of humor if he can 'see through' things. God made the world with a sense of humor. . . . He intended we should see Him through things. You look at a painting and you think of the artist. You look at this stage set and you think of the designer. God intended that we should see His Eternity through time. For example, a mountain was not a mountain, but a revelation of the Power of God. A sunset was not a sunset, but a revelation of the Beauty of God. A snowflake was not a snowflake, but a revelation of the Purity of God.*"

•

"*A Divine Sense of Humor passed out of the world with sin, for sin is seriousness. . . .*"

•

"*Once there was a piece of marble in Florence, scratched and ruined by a poor artist. Mediocre artists passed it by. . . . Michelangelo saw it . . . applied his chisel, his genius and his inspiration and drew out of it the immortal statue of David. In the corner of a dirty street there was a drop of water. Up in the heavens a sunbeam saw it, came down and kissed it and lifted it higher and higher, and one day left it immaculate snow on a mountain top. So our humdrum, routine lives can be ennobled provided we bring to them the inspiration of the Captain carrying five wounds in the forefront of battle.*"



SINATRA IN A DUET



BERLE IN A SKIT

COMPETITION CROONS, CLOWNS

While he was discoursing (*above*) on spiritual matters, Bishop Sheen was competing for TV viewers with CBS's Frank Sinatra and NBC's Milton Berle. Sinatra, singing *I Wanna Go Home with You* with Cass Daley, joined her in a take-off on Caesar and Cleopatra, entered in a garbage can instead of a Roman chariot. Berle, with Basil Rathbone, was doing a satire on Stanley and Livingstone which ended with Livingstone deciding to stay in Africa with his "daughter," Actress Denise Darcel. Since Bishop Sheen's show began, Sinatra's Trendex rating in New York, Washington and Chicago has dropped from 13.1 to 8.2, Berle's from 35.1 to 30.08. Bishop Sheen's show is rated at 11.1.

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"THE BRIDE'S FIRST DINNER PARTY," by Ray Prohaska. Number 66 in the series "Home Life in America."

In this friendly, freedom-loving land of ours—***beer belongs . . . enjoy it!***

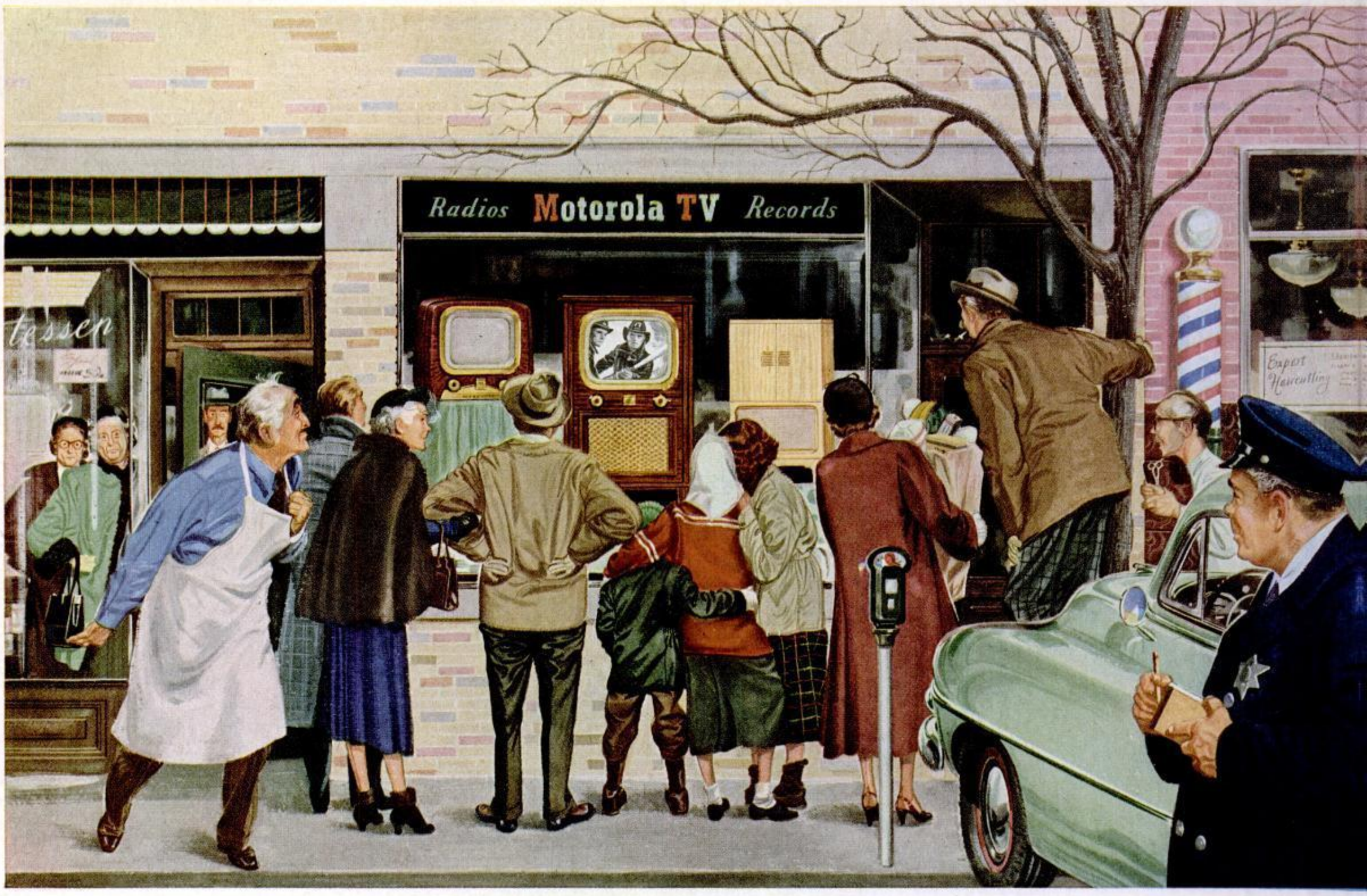


Beer and ale—mealtime favorites

AMERICA'S BEVERAGE OF MODERATION

Sponsored by the United States Brewers Foundation . . . Chartered 1862

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Everybody's watching new 1952 Motorola TV Left to right, Model 17T7 in mahogany plastic, Model 21K1 in mahogany, Model 21K2B in limed oak.



SIMPLIFIED, SINGLE-CONTROL TUNING. Remarkable Target Tuner perfectly synchronizes picture and sound. Filtered-Clear pictures edge to edge with no fade, no drift, no further adjustments.



NEW! ACOUSTINATOR TONE CONTROL—provides fully variable tone range, from treble to bass, for the famous "Golden Voice" sound—assures you of perfect listening enjoyment.

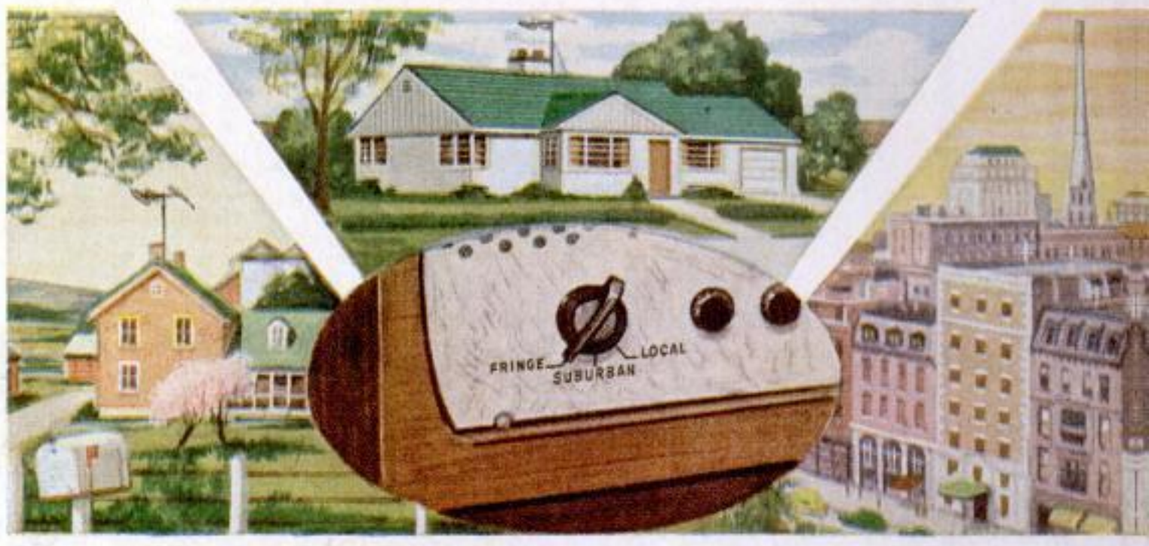


NO GLARE ANNOYANCE. *Exclusive* Glare Guard eliminates up to 98% of reflected glare. Optically curved screen and non-reflecting Absorbalite tube direct outside light interference down and away from the screen, out of eye range . . . for greater viewing comfort.

For greater television enjoyment

the Picture tells the story©

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EXCLUSIVE NEW AREA SELECTOR SWITCH—3-position switch boosts power for "fringe" reception new Concentrated Power Chassis has revolutionary simplified circuits, improved compact design. You're assured of finer, more dependable reception in town or 'way out-of-town!

For the picture of the year, it's the buy of the year

19 Beautiful Models to choose from . . . as low as $199.95

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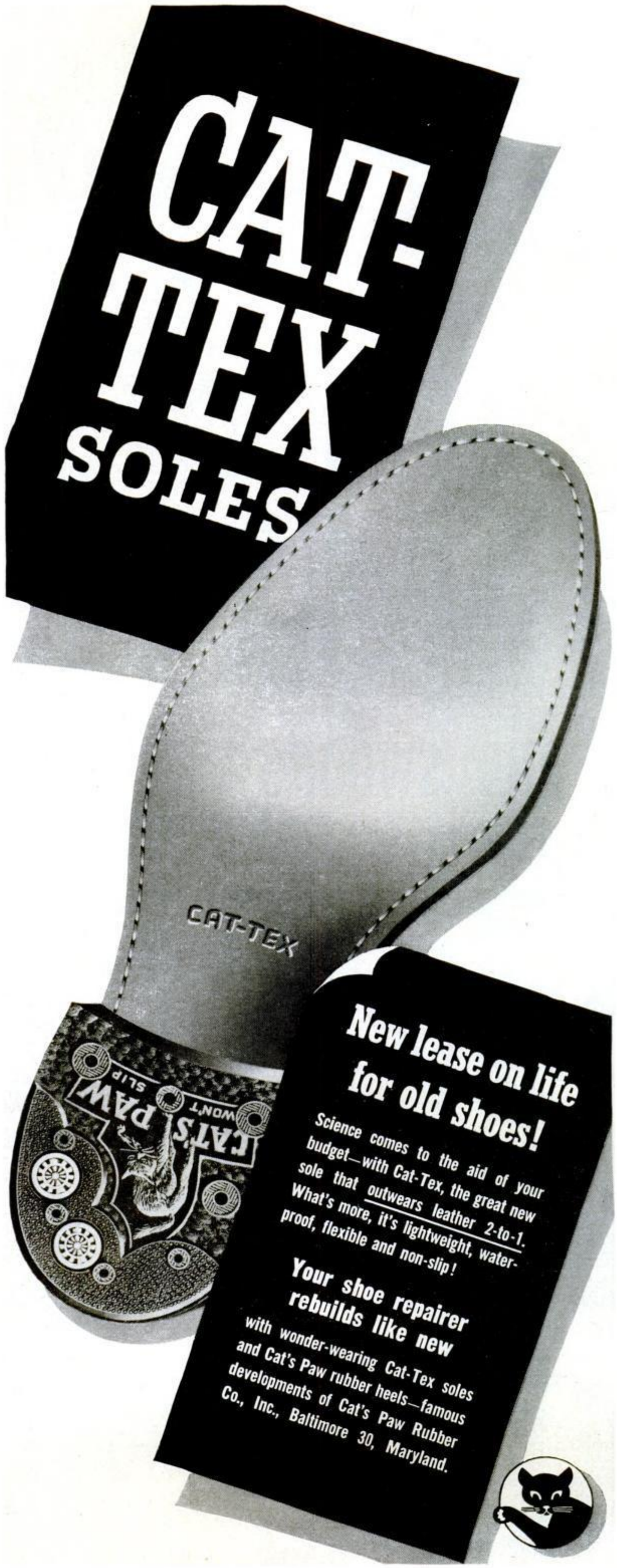


AGAIN—SHRIEKS AND SWOONS

A tearful new singer leads his young followers to the brink of frenzy. To see who he is, turn page



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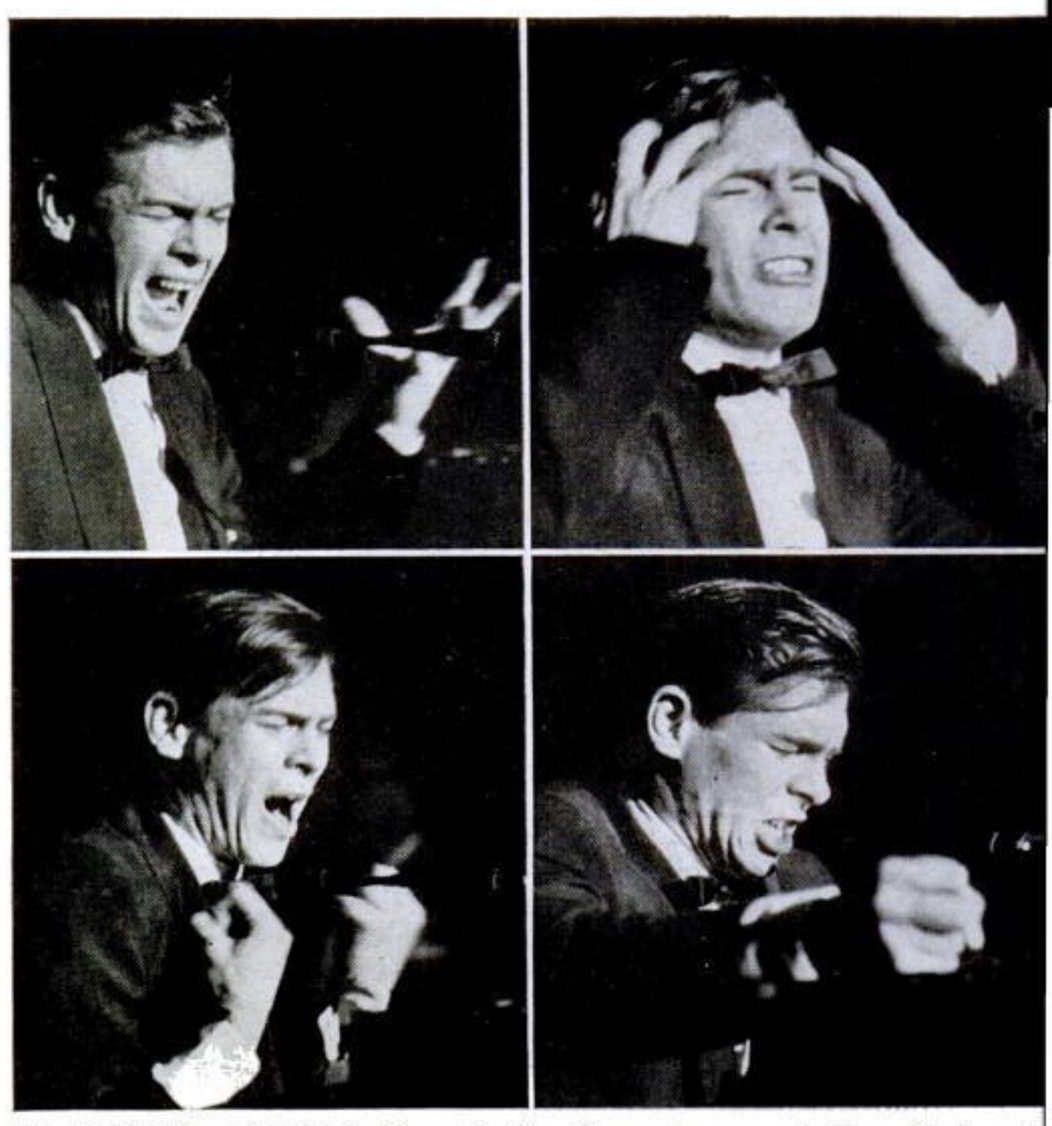
RAY IS CALM BETWEEN SHOWS

JOHNNIE RAY SINGS AND SOBS HIS WAY TO A QUICK FORTUNE

The young man on the previous page who is being buffeted by a female tidal wave is a 25-year-old Oregon farm boy named Johnnie Ray. Not since Frank Sinatra set the style for cadaverous Casanovas in 1943 has any young singer moved his listeners to such tantrums of woe and joy. Whereas Sinatra and his army of imitators made other people moan and squeal but remained fairly restrained themselves, Ray has renounced restraint. He pants, shivers, writhes, sighs and, above all, cries. He is America's No. 1 public weeper.

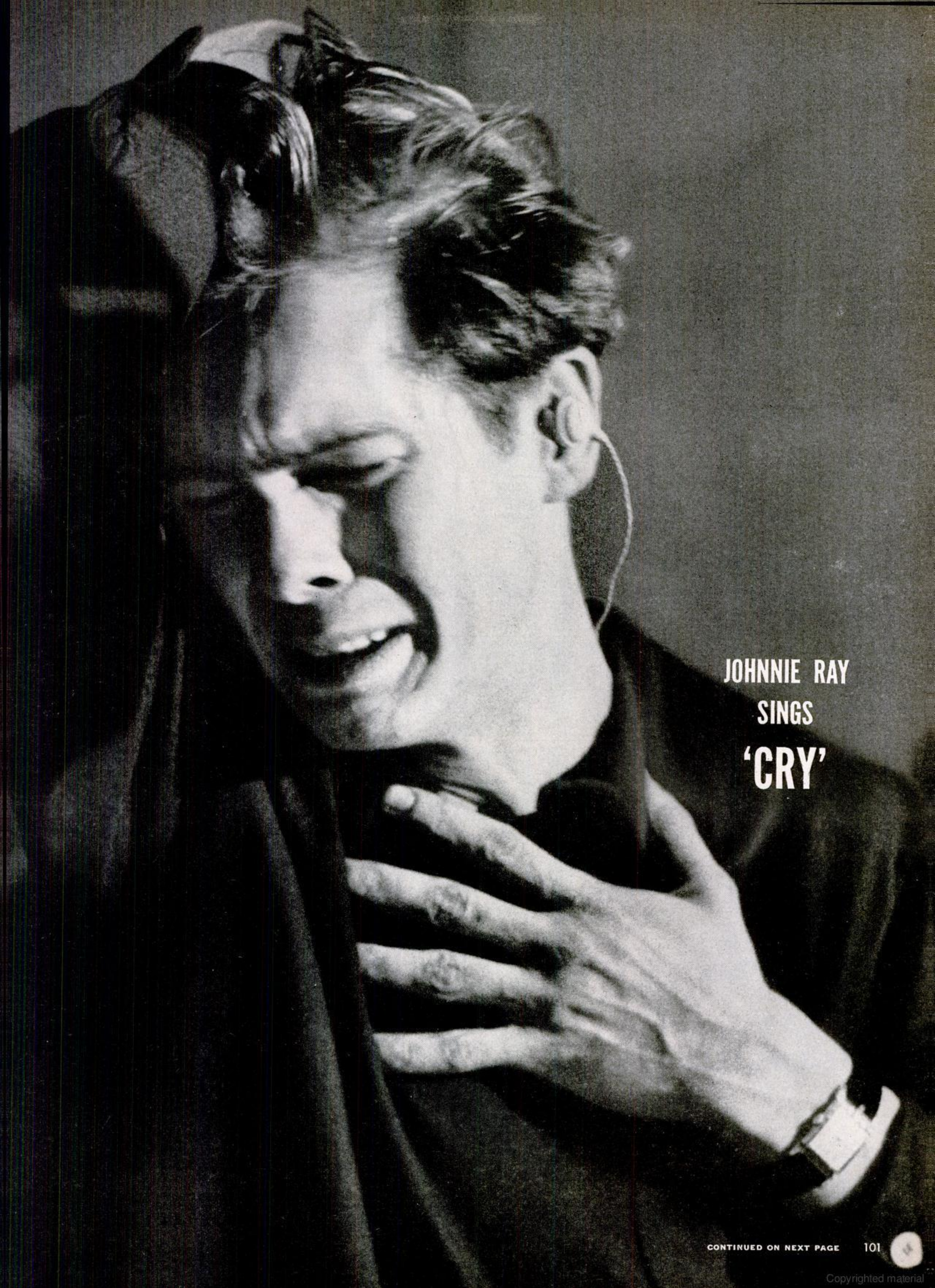
This winter Ray had a first sudden success with a song written by a night watchman in a Pittsburgh dry-cleaning plant. It was called, simply, *Cry*. He coupled it with another moist triumph, a song of his own composition, *The Little White Cloud That Cried*. Ray's record of both songs sold three million copies in four months. A few days ago in Buffalo's Town Casino, where LIFE took these pictures, Ray had his greatest personal triumph to date. The club was jammed twice nightly to capacity of 1,100 patrons, and sometimes double that number were queued up around the block waiting to get in.

Half deaf from an accident in which his Boy Scout pals tossed him out of a blanket, Ray wears a hearing aid. He takes it off while performing because he thinks it might distract his fans. Ray is not impressed by his financial success: his weekly salary has jumped from $90 to $7,500. Nor is he impressed by his singing voice. "Ridiculous," he calls it.



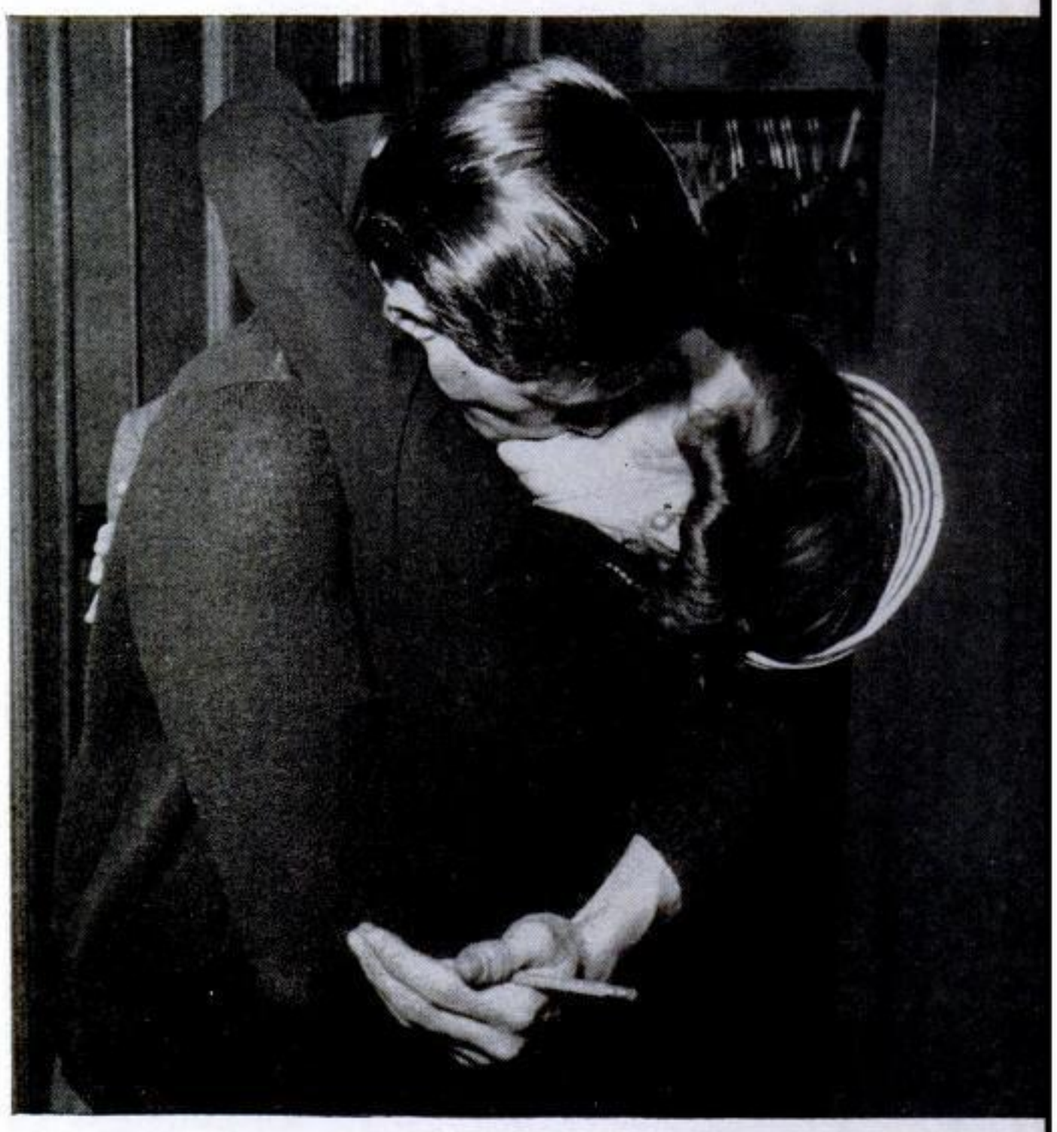
IN ACTION at Buffalo's Town Casino, Ray grimaces, clutches his temple and pounds the piano as he wails words of the old ballad, *Broken Hearted*

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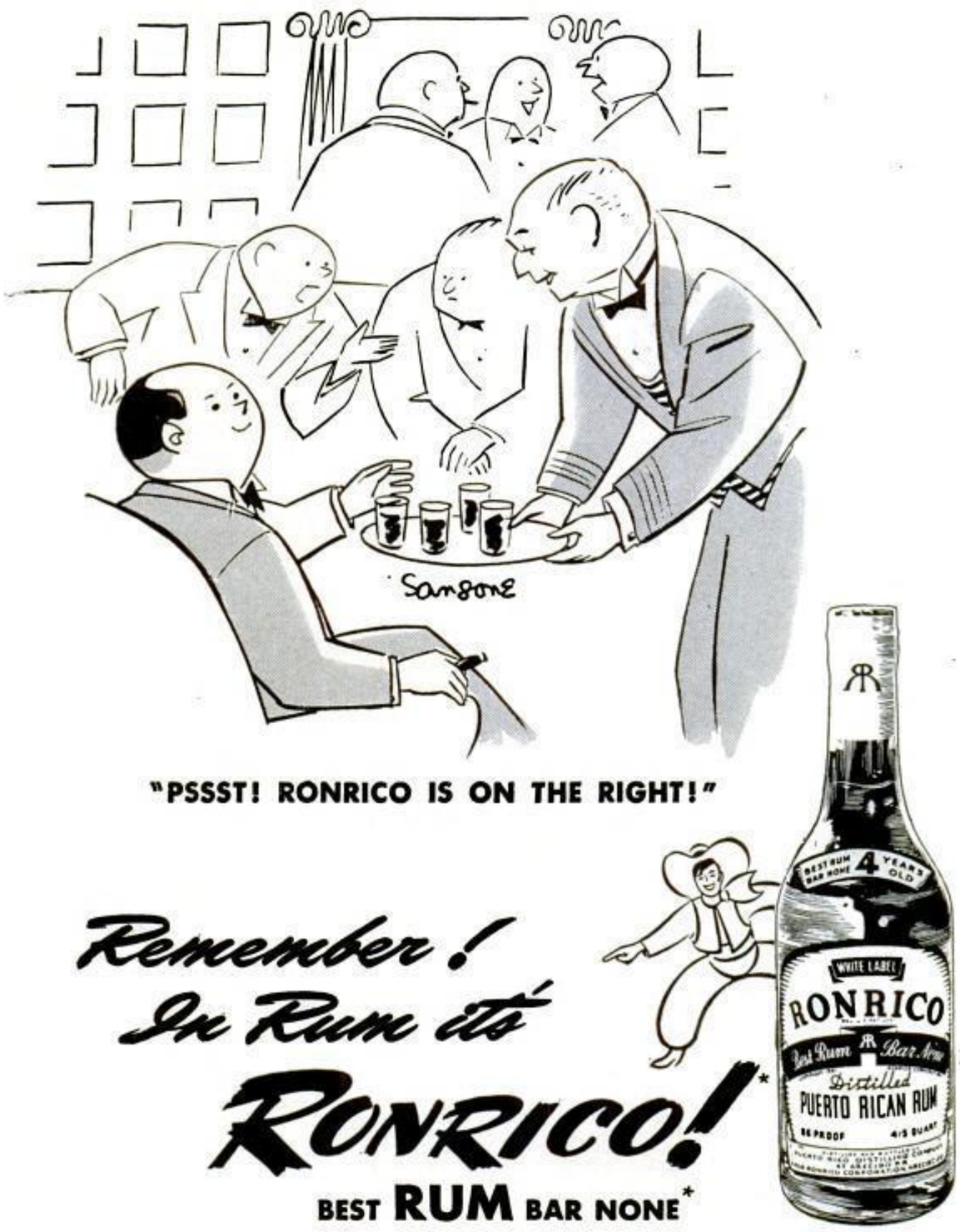




HOMAGE from a pretty admirer, former Miss Niagara Falls, is welcomed by Ray at broadcast. Miss Niagara shed shoes (*right*) to catch the kiss, lost her hat in the hearty embrace.



FINALLY PROSTRATED by emotions of a new song, Johnnie Ray lies on his back in Columbia Records studio and sobs out sad refrain, *What's the Use?*



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Remember! In Rum ets' RONRICO!*

BEST RUM BAR NONE*

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For "MOM'S NIGHT OFF" it's fun to serve HORMEL CHILI

Whether it's Dad and the kids fixing a meal on their own, or a special company supper... it's fun to serve Hormel Chili Con Carne! Folks enjoy that lusty blend of lean beef and plump red beans in a rich and lively sauce. It's America's best-selling chili . . . *you* try it! Geo. A. Hormel & Co., Austin, Minn.



"MOM'S NIGHT OFF" SUPPER

So easy even Dad can do it. The main thing is to heat up plenty of that good Hormel Chili Con Carne... With small assists from Sis and Junior, here's supper:

Hormel Chili Con Carne
Crusty "Brown 'n' Serve" Rolls
Head Lettuce Wedges with 1000-island dressing
Carrot Sticks Sweet Pickles
Easy Peach Dessert*
Coffee Milk

*Packaged vanilla pudding made with 1 extra cup of milk makes a "custard sauce". Pour it over chilled canned cling peaches. Sprinkle lightly with nutmeg.

HORMEL CHILI CON CARNE

Not too hot...not too mild...just right!

HORMEL GOOD FOOD

Geo. A. Hormel & Co.
Austin, Minn

Hear MUSIC WITH THE HORMEL GIRLS, Saturday, CBS

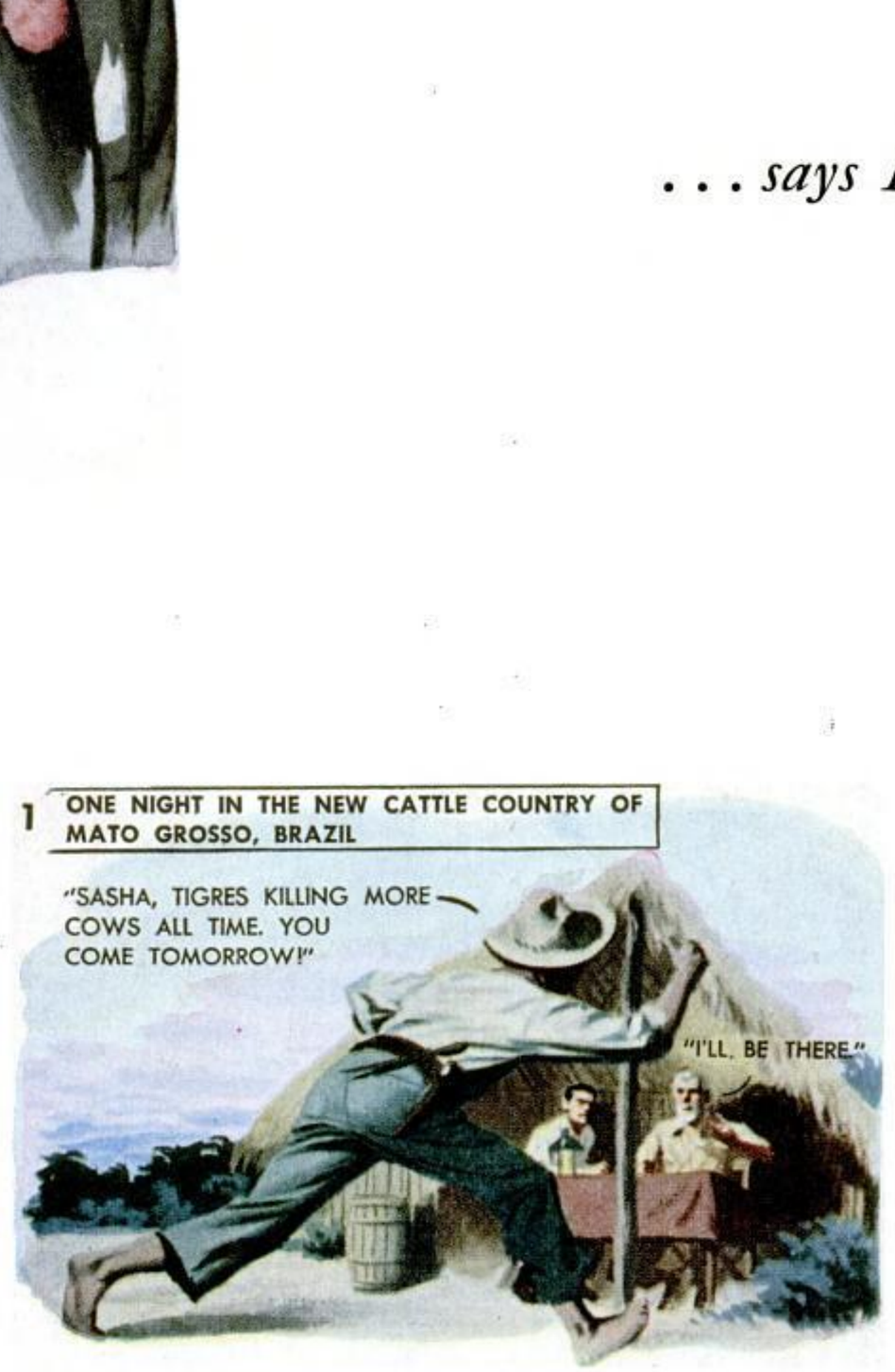
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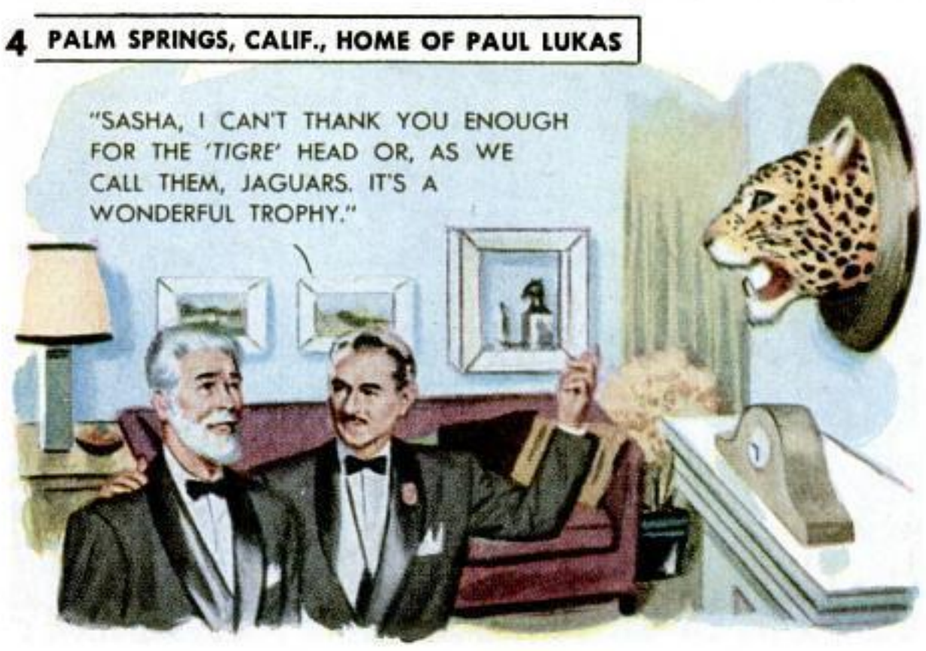
There's a reason

why Sasha Siemel hunts ferocious *tigres* armed with only a spear!

. . . says Paul Lukas,
noted actor





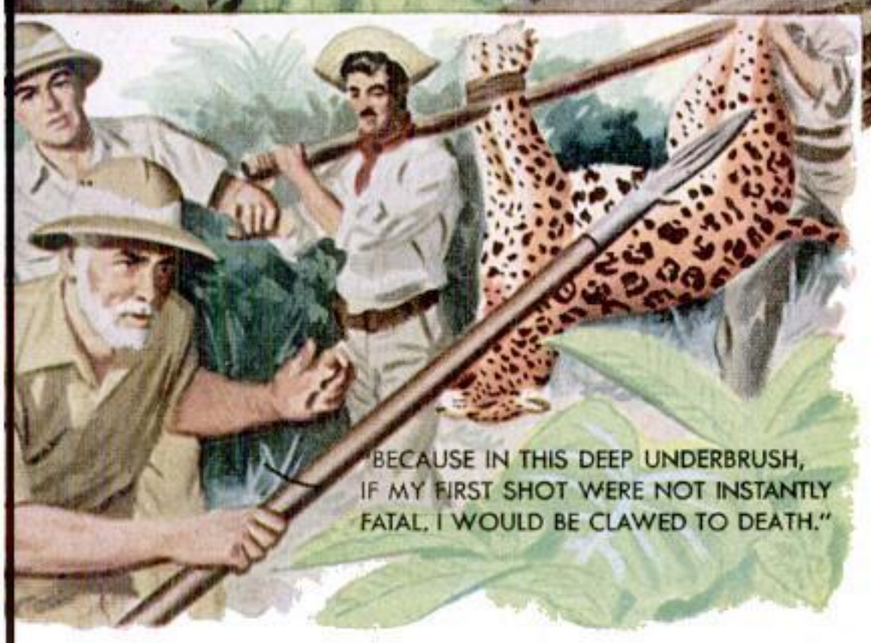




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. . a terrifying, piercing scream
split the jungle stillness
he big cattle-killer leaped."





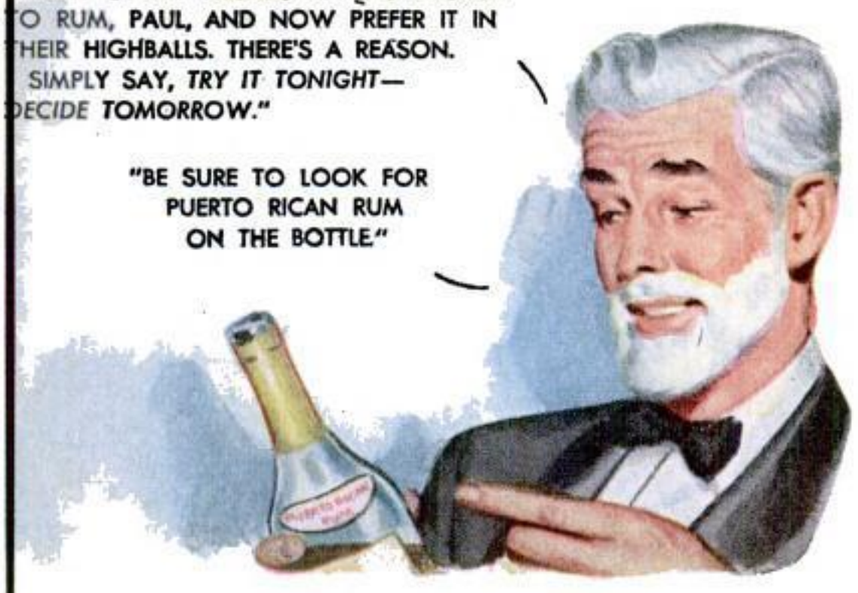
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- NO SUGAR RESIDUES: Because controlled fermentation with biologically pure yeast removes all but slight traces of sugar residues. Distilling removes the remainder.
- LESS ACIDS: Because our special distillation process removes a maximum of acids.



- REMEMBER *There's a reason*

TRY RUM TONIGHT... DECIDE TOMORROW!



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but a complete service for 8 in

1847 ROGERS BROS.

52 pieces with chest, including 4 essential serving pieces... $74.50

Why buy silver a place setting at a time?
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a complete table service in
America's finest silverplate.

And whether you choose new "Daffodil" or any of the other four exquisite 1847 Rogers Bros. designs, it's a lifelong possession you can show to your friends with pride.

Do see all the enchanting 1847 Rogers Bros. patterns at your silverware dealer's. Ask him about low down-payment easy terms.

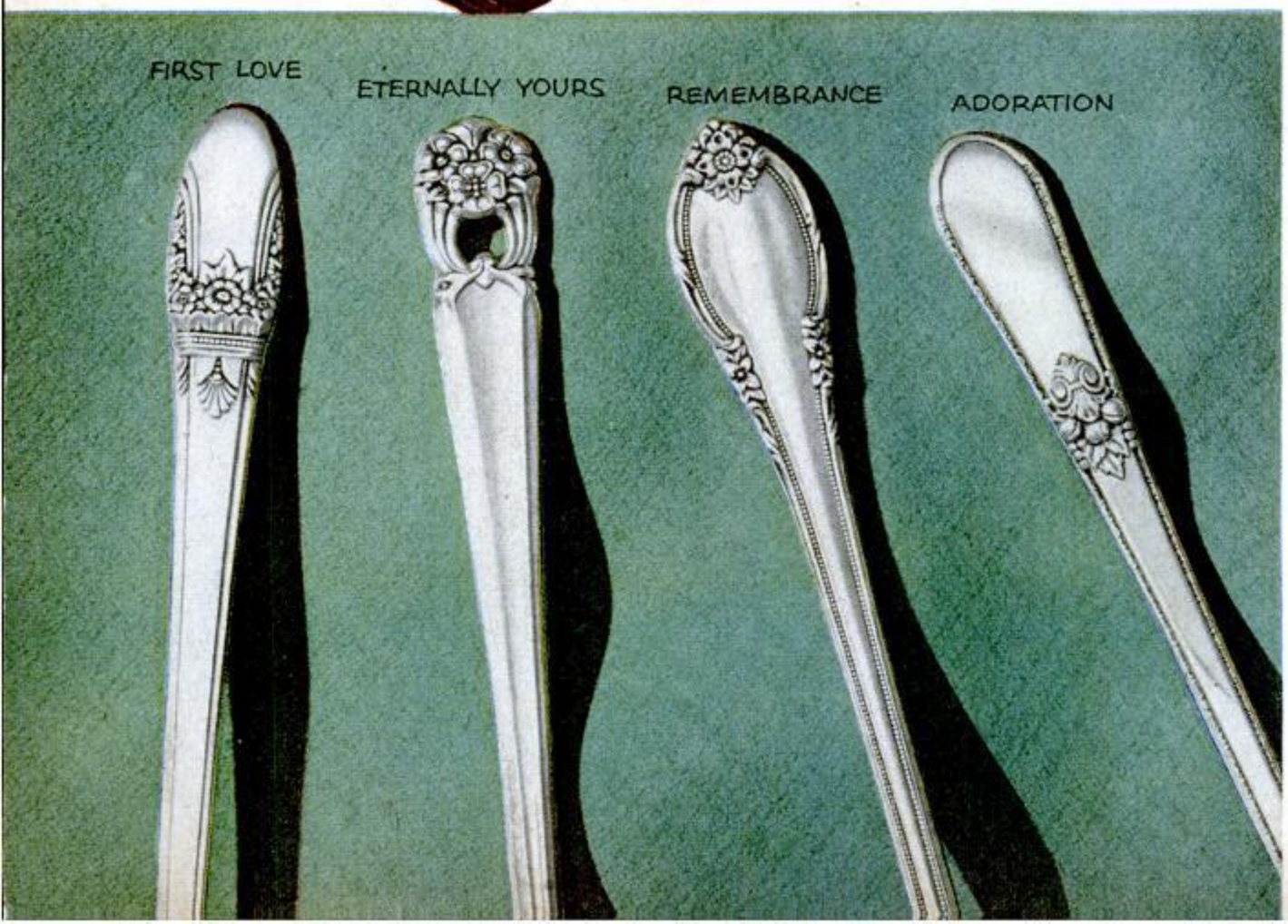




"Daffodil"

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Design with a fresh new look!

For the young in heart – a lilting love of a pattern, "Daffodil." New in spirit – but blessed with the same fine heritage that makes every 1847 Rogers Bros. pattern so rich-looking, so luxurious!



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1847 ROGERS BROS.

AMERICA'S FINEST SILVERPLATE

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WEEK-OLD CONDOR WEIGHS 8½ OUNCES. ITS BODY IS COVERED WITH GRAY DOWN. FULL-GROWN, HE WILL WEIGH OVER 50 POUNDS, HAVE BLACK FEATHERS

THE WORLD'S UGLIEST CHICK

The ill-favored specimen of babyhood above is not a freak of nature. It is the perfectly normal offspring of two South American condors. Hatched at the San Diego Zoo after 56 days in an incubator, it is the first hothouse condor to live more than a few days. To American zoos this is an important achievement, for it should enable them to double the annual condor production. Ordinarily South American condors raise only one chick at a time, but by removing the egg to the incubator as soon as it is laid, condor owners may be able to induce the mother to lay a second egg right away.

Since a young condor normally eats only regurgitated food, an incubator baby poses a real problem, but the San Diego Zoo solved it by giving its bird ground-up mouse tissue spiked with dehydrated papaya juice until it could cope with raw meat. Unlike the ugly duckling which grew up to be a beautiful swan, the ugly condorling, if it survives the five years needed to reach maturity, will grow up to be an ugly 50-pound vulture with a long, scrawny neck, a hooked beak and an insatiable appetite for carrion.

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BECOMING A BROWNIE, 9-year-old Mary Ann Stocker of Camp Pendleton, Calif. enacts Brownie legend: a little girl hunting for helpful brownies looked into a pool for them, saw herself.

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Girl Scouts

THEY ARE OBSERVING THEIR 40th BIRTHDAY

To the eager-eyed Brownie at left, who is just starting out, the Girl Scout Proficiency Badges, all 100 of which are shown on these pages, represent the ultimate in scouting achievement. Until she is 10 and has become an Intermediate Scout, she cannot actually start work toward any of these badges. But having taken the Brownie Scout Promise ("I promise to do my best to love God and my country, to help other people every day, especially those at home"), she is already one of the 1,337,000 girls from 7 through 17 who belong to the Girl Scouts of U.S.A. and are cousins to the 1,700,000 in sister organizations all over the world.

This year the U.S. Girl Scouts are celebrating their 40th birthday. They have grown into a sprawling organization whose mottoes echo the earnestness of the Boy Scouts and whose program, while admitting the importance of outdoor life, stresses the fact that girls will be more concerned with making a home than a campfire. Among the most enterprising U.S. members are the 8,600 Scouts in and around San Diego, Calif., whose activities are shown on the next six pages.

Any girl willing to follow the simple rules can join the Girl Scouts. As Brownies they will spend most of their time playing games and singing songs like the Brownie Smile Song: "I've something in my pocket; It belongs across my face, And I keep it very close at hand In a most convenient place.... I'm sure you couldn't guess it If you guessed a long, long while, So I'll take it out and put it on—It's a great big Brownie Smile!"

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EARLY WORK AND EARLY LEADERS



FOUNDERS met at 1926 conference. At left is Lady Baden-Powell: at the right: Lord Baden-Powell and Juliette Low.



EARLY SCOUTS in Savannah, Ga. demonstrated the proper way to wash and hang out clothes.



WAR WORK in 1918 included collecting silver from Teddy Roosevelt, proceeds used to pay for servicemen's comforts.



NEW YORK SCOUTS posed with Mrs. Frederick Edey, national president from 1930 to 1935.



FUND-RAISING in Brooklyn in about 1926 offered inducement to adults to be Scout Daddies and Mammys for cash.



AN EMINENT SCOUT, Mrs. Herbert Hoover (*right*) was head of Scout National Board in 1927.



HISTORY AND CEREMONY

"Come right over, Nina. I've got something for the girls of Savannah and all America, and all the world, and we are going to start it tonight." According to Scout legend, this telephone call made by Juliette Low to a friend in Savannah, Ga. on March 9, 1912 marks the beginning of U.S. Girl Scouting. Known originally as the Girl Guides, the movement began in England in 1909 under the leadership of Sir Robert Baden-Powell, who founded the Boy Scouts the previous year, and his sister, Agnes. Mrs. Low, Georgia-born but married to an Englishman, brought the idea to the U.S. after organizing a troop in Scotland. In 1913 the U.S. branch changed its name to Girl Scouts, though England has stuck to Girl Guides.

Although the Scout uniform has changed in 40 years—its original blue is now green and its lines have been simplified in accordance with U.S. styles—Scout aims and spirit have not. Girl Scouts, like Boy Scouts, still give the three-fingered salute and still try to do one good turn daily. Always delighted at an opportunity for a ceremony, they stand solemnly watchful when a Brownie steps up in the investiture (*above*) to become a full-fledged Tenderfoot Scout. This year, to their usual round of ceremonies, they are adding parties like the one at the right, for which the Brownie troop of Ramona, Calif. had a cake with 40 candles for the Scout national anniversary and another cake with three candles on it for the troop's own third birthday.

RAMONA BROWNIES CELEBRATE SCOUT BIRTHDAY →

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REPEATING SCOUT LAWS, two Brownies stand on last of 10 paper steps to say the 10th law: "A Girl Scout is clean in thought, word and deed." This is last part of investiture ceremony performed by fifth grader troop at Benjamin Franklin School in San Diego. On completing it, girls become Tenderfoot Scouts.



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PLAYS, POSTURE AND PURSE TREES

After moving up from a Brownie to an Intermediate Scout, the newly invested Tenderfoot can start to make her way methodically up the scouting ranks. By learning something about each of the 11 different categories into which the 100 proficiency badges (*pp. 108, 109*) are grouped she can become a Second Class Scout. To earn a badge in any one subject a girl must complete about 10 duties connected with that one subject. Winning 12 badges moves her up to a First Class Scout. Earning four more of them will give her the Curved Bar, Intermediate Scouting's top award. Girl Scout headquarters does not know whether anyone has ever earned all 100 proficiency badges.

Girls 14 to 18 can become Senior Scouts. As such they go in for longer camping trips, community work or activities like being hospital aides and child-care aides. Some become Mariner Scouts and learn to sail, others become Wing Scouts and learn about aviation. But last year, although 637,500 girls were Brownies and 641,000 of them were Intermediate Scouts, only 58,500 had gone on to become Senior Scouts.



MOTHERS' CLUB MEETING is parodied by Coronado Island Intermediate Troop 278 to help one of their members earn her Play Producer badge. Scouts borrowed mothers' hats and shoes and tried to look as bored as possible, gossiping and paying no attention to the speaker. The producer easily won her badge.

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BICYCLING OFF, Lemon Grove troop sets out after leader tells Scout's brother that trip is for girls only. Girls worked for their Cycling badge. Spills gave them a chance to try for first aid badge too.



PUTTING UP A TENT, some junior high Scouts work toward Campcraft badge. One Scout from each junior high troop attended session, returned to help other members prepare for an encampment in May.



POSTURE is demonstrated by Carol Lee Matson of La Mesa troop as part of Good Grooming badge.



LEG SPLINTS are applied to a cat by members of La Mesa Troop 591 for their Cat and Dog badge.



PURSE TREE acts as a makeshift outdoor closet for Scouts at the junior high camping practice (*left*).

CONTINUED ON NEXT PAGE 113

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GIRL SCOUTS BAND TOGETHER AFTER SUPPER TO DO DISHES. WASHING WAS EASY BECAUSE MOST OF THE BOYS HAD CLEANED THEIR PLATES COMPLETELY

A MIXER BRINGS BOYS AND FUN

Girl Scout activities are all supposed to have what Scout leaders sometimes call "a carry-over value in future life." But in the midst of all their diligent toil and learning, the Scouts are also little girls who like to have a good time on picnics, camping trips, sightseeing tours and just plain parties. Recognizing this, Coronado Island Intermediate Troop 278 recently had a mixer party to which boys were invited, thus providing both fun and carry-over value.

The party, whose male guests all belonged to San Diego's Boy Scout Troop 75, began with a tuna fish salad and peanut butter sandwich supper which had been prepared by the girls themselves. That was followed by local entertainment (*below, left*) and dancing, and then, as the evening's windup, with a big indoor marshmallow roast. After the boys had gone home the girls spread out their bedrolls and spent the rest of the night camping out on the dance floor.



HULA DANCE is performed by Carol Mortenson, who moved recently with her family from Hawaii.



INDIAN WRESTLING gives boys a relief from dancing. Some tried tying girls' shoelaces together.



CHARLESTON winners were Danny Goodman and Carla Archibald, who danced to *Ain't She Sweet?*

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HESITANT PARTNER James Zinn shies away from dancing with Pat Archibald. In early part of evening some of the boys would only dance with other boys. But ice was broken by games like the "Slipper Dance" where each girl tossed shoe onto the floor, a boy had to pick up a shoe and dance with whichever girl it fitted.

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"Honest, I love NABISCO SHREDDED WHEAT!" says six-year-old Peggy McGregor of New Jersey. And her mother, Mrs. Adeline McGregor, is delighted! For NABISCO SHREDDED WHEAT is a *natural* cereal. Honest food that stays true to one of Nature's finest creations, 100% whole wheat. Not by dressing it up. Not by adding flavors. But by keeping the bran and wheat germ *in*. By shredding and toasting it in crisp biscuits that take to milk and fruit as if made them! As for nutrition, look at the chart on the right. You *all* these necessary elements! Serve it *tomorrow*. See w this original Niagara Falls product has been the favor for generations.

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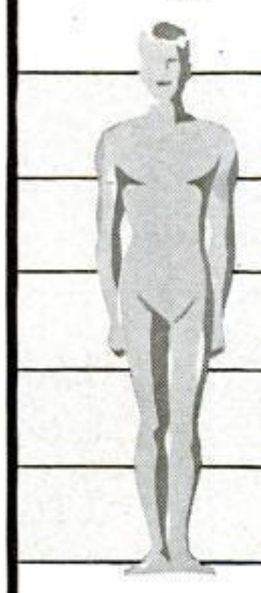
Don't fall for faddy breakfasts when kids need

HONEST FOOD

WHEAT and MILK!



NABISCO SHREDDED WHEAT AND MILK WILL HELP PROVIDE—



Carbohydrates . . . for ENERGY at study and play.

Calcium . . . for building STRONG TEETH and BONES.

Protein . . . for nourishing MUSCLES and TISSUES.

Vitamin B_1 . . . for aiding APPETITE and DIGESTION.

Iron . . . important for red BLOOD.

GIVE YOUR FAMILY THESE NATURAL BENEFITS NOW!

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AT KEY WEST THE PRESIDENT RELAXES: HIS SMILE MASKED AN ENIGMA

A QUESTION FOR

He may be a feverishly ambitious crime-buster,

by ROBERT T. ELSON

AN unfamiliar quandary now confronts all good Democrats, and its advent has thrown the party's rank and file into unfamiliar confusion. For the first time in 20 years the party at its next convention must choose a leader. Since F.D.R. first led them out of opposition and into power, the Democrats have convened every four years mainly to display their partisan spirit and nominate the obvious candidate, the man in the White House. Sometimes a skirmish or two developed —as in the case of Jim Farley in 1940—but such rebels were swiftly dealt with and the convention proceeded with its prearranged business.

This year things are no longer so certain. Mr. Truman's name, as New Hampshire indicates, is not a thing of magic in the polling booth. The man himself gives unmistakable signs of being tired of his job and looking hard for a successor. And within the party an implacable opposition has arisen, sworn to prevent the renomination of Mr. Truman and to ditch his Fair Deal.

To the question "If not Truman, Who?" there never have been so many Democrats ready with the answer: "Me!" First of them is Senator Estes Kefauver of Tennessee, who seeks to ride a television beam into the White House: the first to challenge the President directly, he is also first to win a test against him at the polls. In the South a faction of states-righters and Conservatives, invoking the sacred name of Jefferson to sanction their rebellion against the party, propose to nominate Senator Richard Brevard Russell, Georgia's favorite son. In the Midwest, roaming the states for delegates as he once wildcatted in the oil fields, is Senator Robert S. Kerr of Oklahoma. A fervently loyal Truman Democrat who will be for Truman if the President is renominated, he is making elaborate preparations to protect his own interests just in case Truman does retire. Finally, in the wings still and reluctant to emerge as a full-fledged candidate, there is Illinois' able Governor Adlai Stevenson: loyally waiting Mr. Truman's own decision, he above all others (so it is whispered in Washington) has perhaps the best chance of being tapped by Mr. Truman as his successor.

The President has promised party leaders and White House reporters that he will end the confusion created by his "may or may not" attitude soon—presumably after March 29 when he ends his Florida vacation. Meanwhile speculation on his final decision does seem fruitless: if he has already confided it to any intimates, they have kept the secret very well. But a good deal is known about the general state of Mr. Truman's mind, for he has talked at length with friends and visitors of what he would like to do and what he might do if the pressures of party politics can be safely ignored.

Why might he not run again? One answer is his estimate of his own achievements to date. As revealed in the forthcoming book, *Mr. President*, Truman once copied in his own slanting handwriting the sage comment of Plutarch on the life of Lucullus, the great Roman consul who retired from politics in good season and to live out his life with honor. ". . . The administration of public affairs," wrote Plutarch, "has like other things its proper term and statesmen as well as wrestlers break down when strength and youth fail. Better . . . had it been for Cicero, after Catiline's conspiracy to have retired and grown old and for Scipio after his Numantine and Carthaginian conquests to have sat down contented."



KERR BIRTHPLACE: AN OKLAHOMA LOG CABIN



RUSSELL BIRTHPLACE: GEORGIA WHISTLE STOP

The temptation to emulate the sagacious Lucullus must be very great. Harry Truman—who says that each day he does the very best he can and then sleeps soundly every night in that snug faith—is content. He feels that, while his enemies may malign him, history, all things considered, will give him his due. He believes that if he were to retire at this moment the corruption, the betrayals of his faithless followers will be forgotten, but the great achievements will be remembered. He will be known as the man who completed the victory over Hitler; who early foresaw the threat of Soviet aggression and moved to meet it in Iran, Greece, Turkey, Berlin and finally in Korea. Though Senator Taft may say that Korea is a futile sacrifice and Truman's war, Truman believes that his decision there was his most courageous. On the domestic side Mr. Truman's regime has been one of unparalleled prosperity and, in the party annals, his victory in 1948 has never been equaled.

If Truman should run again (so runs this argument) the record might not read so well. Apart from the great imponderables of peace

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DEMOCRATS: IF NOT TRUMAN, WHO?

a judicious gentleman from Georgia, a teetotaling Oklahoma millionaire or a reluctant governor

and war, Truman has lost control of Congress and even in political victory he cannot regain it. If he is returned to office, the Democrats who return to Congress will be the very ones who fought and frustrated his Fair Deal. If there is no war before the end of the next presidential term, the great armament program must be sharply curtailed—an action promising domestic difficulties of a vast order, approaching perhaps a sharp depression. Finally, if he runs again, the party, which he alone sustained in 1948, will be divided on the very issue of Truman himself.

Truman's position, says one of his most devoted followers, can be likened today to an apocryphal story attributed to one of his own great democratic heroes, Andrew Jackson. When Jackson retired after his two great terms of office to The Hermitage in Tennessee, he reviewed with satisfaction what he had accomplished in Washington. "I retire content," he said. "I have served my term well. I have rewarded my friends, I have punished my enemies and I have chosen my successor." If he were to retire from the Washington scene now, Truman, like Jackson, could well be said to have rewarded his friends, punished his enemies and he might still be able, if he so desires, to dictate the choice of his successor.

Until two months ago Truman, like Jackson before him, certainly could have picked his successor without challenge. There is even evidence that he tried to do so. Despite all denials from the White House, the story persists that his first choice was Ike Eisenhower. The second, if Ike was the first, was certainly Chief Justice Vinson, who spent last Thanksgiving Day with Truman at Key West. But the judge, who would have been an acceptable candidate to all factions of the party, prefers the security of the bench.

Today the President's control of the party is not so firm as it was then. The officeholders, the patronage dispensers and the big bosses would choose him over any other candidate because they are dependent on him: just before New Hampshire a survey of 34 state chairmen showed that 29 preferred Truman. But this fairly firm hold on the professionals does not seem supported by any comparable appeal to the voters, among whom Truman stock has dropped steadily. Now both the revolt of the South and the successful audacity of Kefauver make speculation on a possible successor to him less academic, more exciting than it was only a few weeks ago. In Key West last week Truman's press secretary said that the President's defeat by Senator Kefauver in the New Hampshire primary would not, in any way, alter the President's decision to run or not to run. Surely the President will go to the convention with ample power to sway its decision. But his own decision now may be materially affected by any of these four men who might succeed him—by his, the party's and the people's estimate of their qualifications.



STEVENSON ANCESTOR: U.S. VICE PRESIDENT



KEFAUVER'S LUCKY SYMBOL: COONSKIN CAP

TENNESSEE, TV, AND KEFAUVER TOO

SENATOR Estes Kefauver is the nation's first serious dabbler in a new brand of political magic—the awesome power of TV. When he proclaimed his candidacy (blandly unembarrassed by the sullen silence of every Democratic politician outside Tennessee), his one asset, thanks to his Senate Crime Inquiry, was a name as well advertised as the most popular soap chips—and with an aroma equally antiseptic.

While Kefauver's victory in New Hampshire has shaken some of the smugness from Truman's intimates, the result was an unexpected political verdict as well as a tribute to one man's stage presence. The senator's whole campaign reiterated the amiable assurance that he was not a candidate against Truman—but for himself. This was a nice, somewhat silly and utterly sincere way to put the matter. The senator has simply been the first Democrat to capitalize on the yearning of a great part of the electorate for change, any change.

All his life the senator has missed few chances to get ahead. A small-town boy brought up within sight of the county courthouse at Madisonville (pop. 1,800), he always had a bent for the law. Having graduated from Tennessee and Yale, he established himself in Chattanooga, where his homespun talent for impressing juries won him a place in one of the city's top law firms. He married well: the red-haired Nancy Pigott, who was born in Scotland and was the daughter of a well-to-do American engineer. Inevitably as an ambitious lawyer he found himself in politics: uninvited by the party leaders he filed for a vacant congressional seat at a special election and (unopposed) won both primary and election.

He may have been a rising young lawyer in Chattanooga, but he was a shy green freshman congressman when he arrived in the capital. A room had been reserved for him at a Washington hotel, but to his dismay he found that it cost $9.50 a day.

"That seems awfully high for me," the young congressman told the room clerk. "After all I'm the new congressman from Tennessee."

"Oh that's all right," said the clerk. "We'll let you stay here anyway."

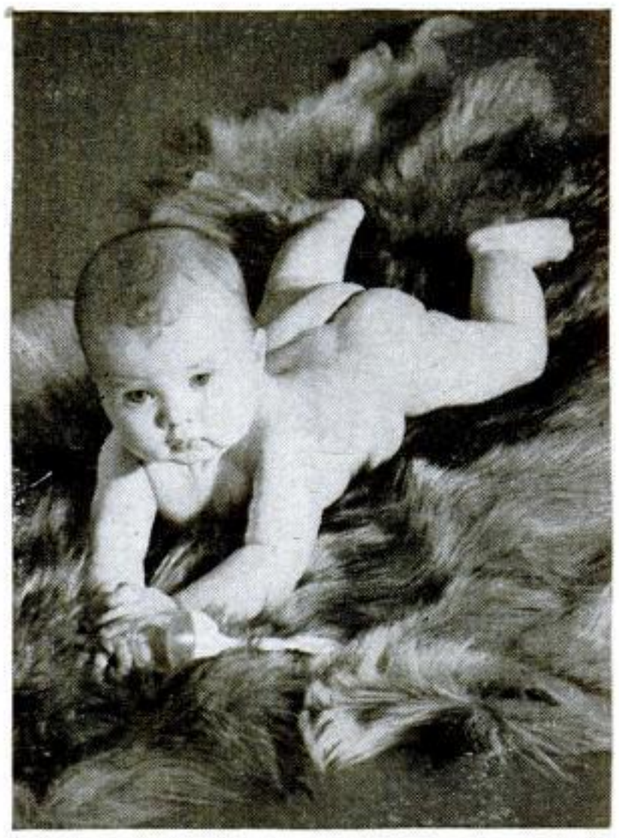
However, Washington didn't slow down the young man from Chattanooga. Definitely a New Dealer he began to get national publicity as that rare specimen in the House, a Southern liberal. He came out against the poll tax, usually voted against appropriations for the un-American Activities Committee, consistently championed labor, advocated congressional reorganization, and was one of the first congressmen to come out for the idea of "Union Now."

It was "Mistah" Edward Crump, the big boss of Memphis, who

CONTINUED ON NEXT PAGE

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IT'S A FAMILY TRADITION



the photo on a fur rug!



...the dependability of Johnson's Baby Products!



When you buy cotton tips... buy the dependable JOHNSON'S brand!

unintentionally made a senator of Congressman Kefauver. In 1948 the boss was angry with Senator Thomas Stewart and sought to punish "lazy Tom," as he called him, by running a little-known judge against him. Kefauver guessed correctly that in a three-cornered race against an unknown and an incompetent, he would win. An enraged Crump first denounced Kefauver as a Communist, then likened him to that deceitful animal, the raccoon. A friend learned in Southern folklore persuaded Kefauver to campaign in a coonskin cap with a long tail and tell audiences to note that the rings were on the tail and not the nose. "I may be a coon," Kefauver told them, "but I am not Mr. Crump's pet coon."

He didn't like the boys in the back room

THIS touch of corn paid off so handsomely that ever since then the senator has displayed a sublime personal indifference to public indignity. He has been photographed wearing coonskin caps of all sizes and shapes, fondling raccoons and even hopping on pogo sticks. These uninhibited pictures give a misleading impression of a man who in reality is a reserved, sophisticated politician given to playing a lone hand. "The boys in the back room," he told the voters in New Hampshire, "have never cared for me." To offset the handicaps of this reticent manner in the gregarious game of politics, Kefauver has cultivated a rather appealing directness. "How do you do," he says to a potential voter in a soft Southern accent. "I am Senator Kefauver and I would be proud to have you vote for me."

While millions of U.S. voters thrilled to Kefauver's televised Senate crime investigation, his performance won everything but cheers from the party politicians. Although the Kefauver inquiry attracted audiences in the East only after the 1950 elections, its investigations into Midwest crime earlier in 1950 were a source of embarrassment. When the voters turned against the party in the 1950 elections, Democratic bosses blamed Kefauver for giving Democrats a bad name. Voters and bosses somewhat misread the record of the investigation. Although the senator and his colleagues did compel some notorious thugs to sweat under television lights, the investigation uncovered little that was new. And wherever he could, Kefauver sought to temper the political effects of any revelations. When the hearings were over, the senator lost no time in writing, for private profit, a series of magazine articles that anticipated the committee report, and with equal speed he became a star attraction on the lecture circuit. These lucrative ventures, in themselves neither illegal nor unethical, showed the senator still was missing no chances.

Having won in New Hampshire the senator is clearly a factor in Democratic politics—bright with newness and brisk with impertinence toward party leadership. His standing as a candidate can be summarized about this way:

Major liabilities: his lack of support within the regular machines is matched by the total absence of any specific program or policies not presently covered by the Fair Deal.

Major assets: next to Mr. Truman he is to the voters one of the best-known politicians in the party—a capable campaigner with unbounded optimism, energy and ambition.

CONTINUED ON PAGE 122



FATHER OF THE YEAR honors were awarded Kefauver in May. Left to right: Linda 9, Mrs. Kefauver, Diane 3, David 5. Senator holds Gail, 9 months.



'Chap Stick' is your friend in need when change of altitude or temperature makes lips dry and sore.

- *Specially medicated, specially soothing*
- *Pocket-size . . . easy to apply*
- *Relief swift and lasting*
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Take 'Chap Stick' with you wherever you go, and be sure to buy a personalized* 'Chap Stick' for every member of the family. *Refuse all substitutes.*

* Personally yours — a mark for every use!



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In generous man-sized tube. At druggists.

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COBBLER

Elegant AND easy! For delicate topping, *just add cream to*

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General Mills

Sweeten ACID STOMACH With PHILLIPS' MILK OF MAGNESIA TABLETS

Mint Flavored





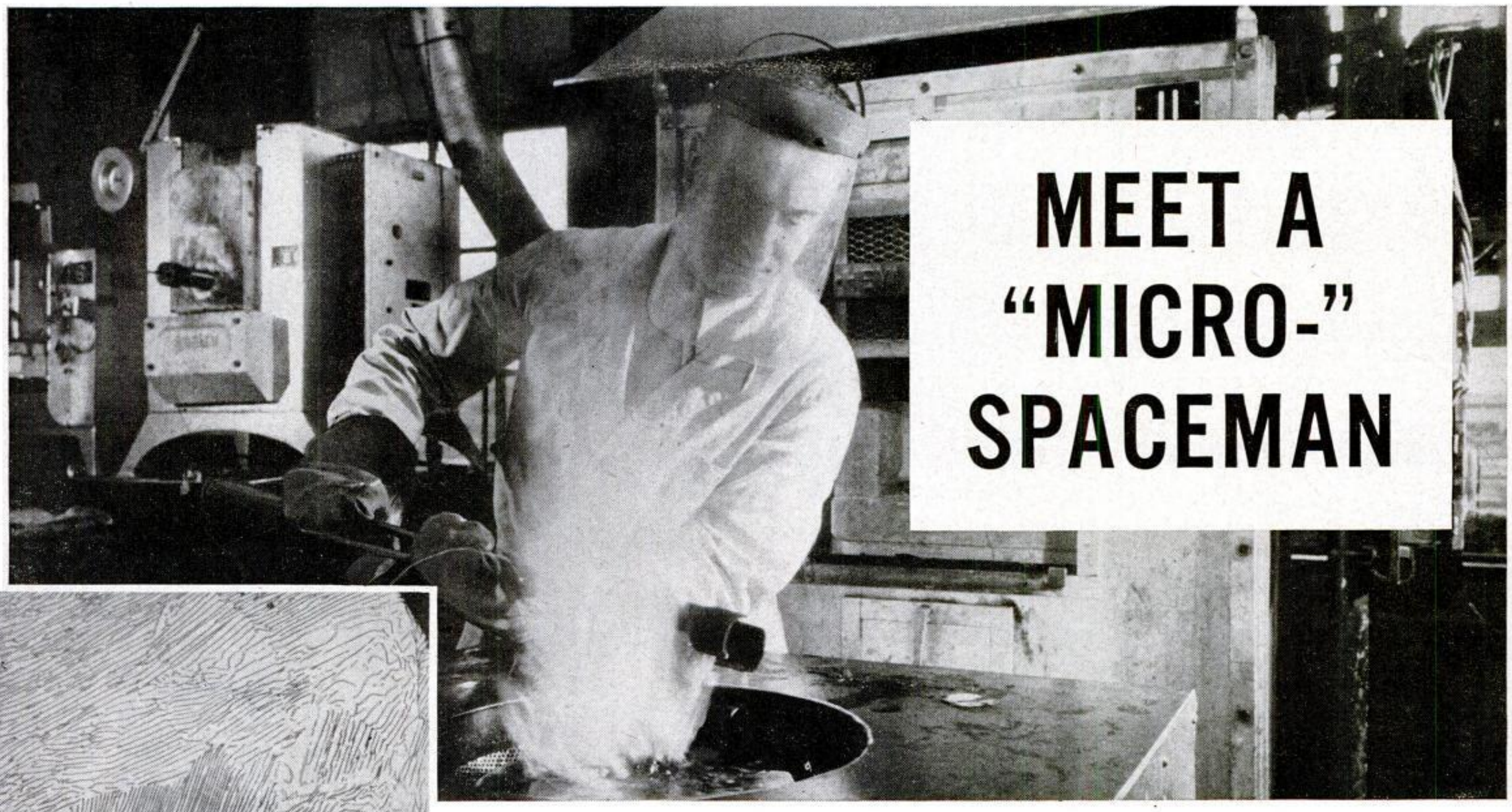
PANCAKES

For pancakes light, tender 'n golden— *just add milk to*

Bisquick

General Mills

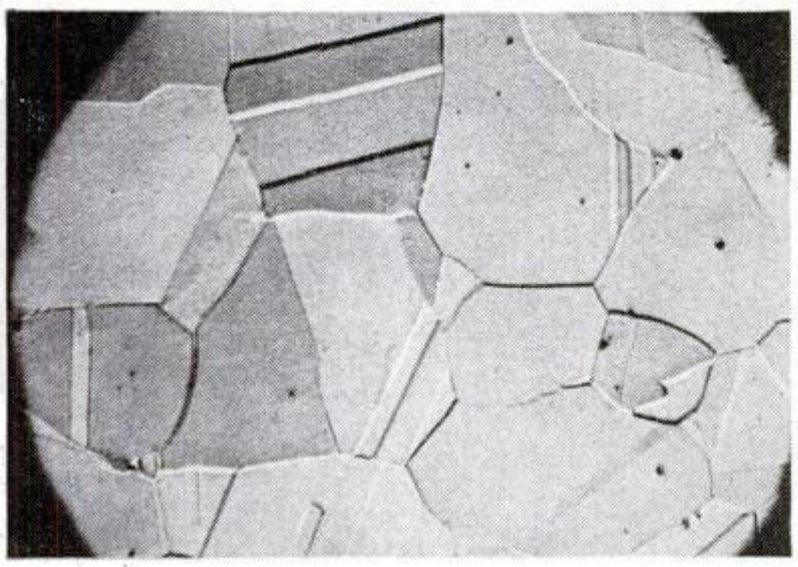
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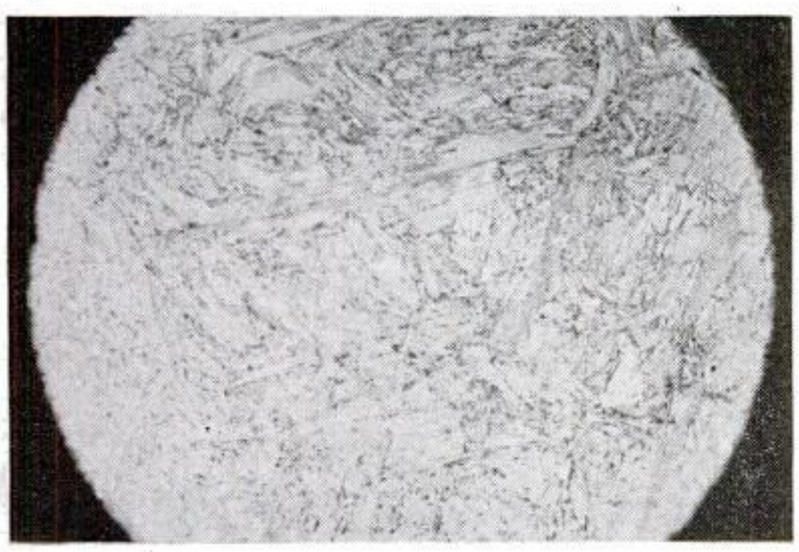
MEET A "MICRO-" SPACEMAN

1. Let your imagination squeeze itself down to the infinitely small spaces within the crystals and molecules of steel. In that microscopic world, research men take advantage of the same laws that govern the stars and planets to manipulate atoms and molecules of a piece of steel. Their work makes steel harder, or tougher, or springier, or more resistant to heat, so that hundreds of variations in steel are available for everything from watch springs to steels that can "take it" in a tank gear.

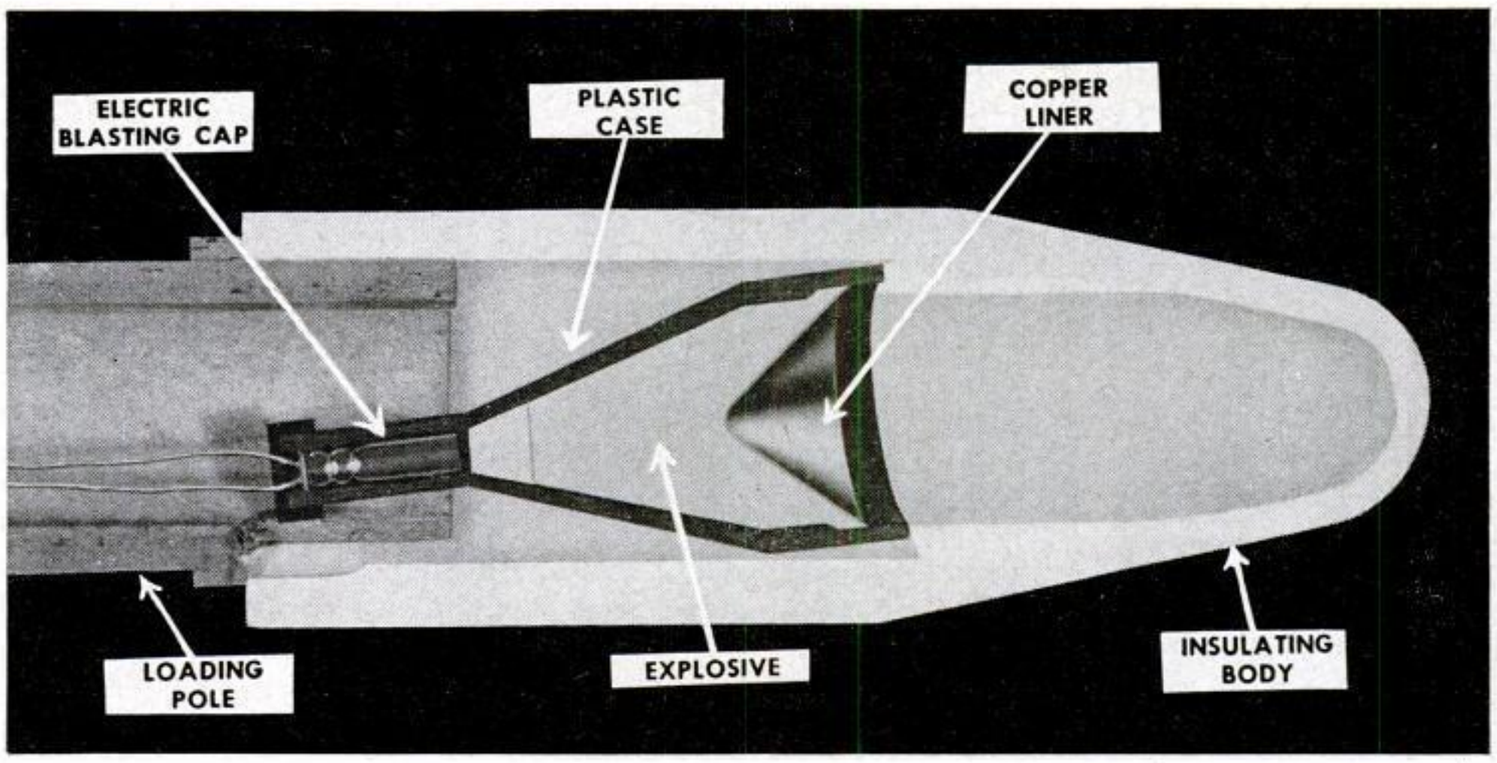
2. This is a slice of plain carbon steel under a microscope. Formation is typical of steels easy to machine.



3. Here is a micro-view of a highly alloyed steel in its toughest state.



4. Note what happens when steel is made very hard . . . Scientific controls give manufacturers the kind of steel they need.



5. This "Disintegrator" was developed by a team of steel and chemical researchers. It blows away the fire-clay plugs that seal open-hearth furnaces, keeps men out of danger and saves time.

6. There are more than 250 companies in the steel industry. The competition of these companies for business has created a large number of steel research laboratories. In these workshops for brains, several thousand scientists and technicians are constantly searching for better ways to control the characteristics of steel. The story of their work is told in a collection of reprints from STEELWAYS magazine with the title: "The Inquisitive Steelmen." Factual, informative, excellent for schools and discussion groups. Write to American Iron and Steel Institute, 350 Fifth Ave., New York 1, N. Y.

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Foot-gentling features like the Douglas Arch, soft-cushioned heel and foot-free Normal Tred make sure comfort's with you — every step of the way. And equally important is authentic *styling*. For example, this royal brown wing tip. See *all* the new styles at your Douglas dealer's today — W. L. Douglas Shoe Company, subsidiary of General Shoe Corporation, Nashville, Tennessee.

Douglas makes fine shoes for men. Always has . . . always will.

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SHOES FOR MEN



Illustrated: Style #3185

$8.95 to $12.95 *for most styles*



FATHER AND SON made 1931 inauguration a family party when Justice Russell swore in Richard, 33. This is autographed picture from family album.

RUSSELL IS A SOUTHERNER FIRST

THE South is proud of Richard Brevard Russell Jr. of Georgia and, as for him, he would rather be a Southerner than be President. At least that is what loyalty compels him to say when some well-wisher reminds him that if only he had been born north of the Mason-Dixon line he might easily be one of the next Presidents. Officially he refuses to acknowledge that a Southerner cannot be President, stoutly averring: "I am a candidate, period."

The truth is that Russell is less a candidate for any office than a candidate against one person—Harry Truman. He is the perfect and polished personification of the South's loud lament over loss of its old prestige, privilege and power within the Democratic party. In his native Georgia Russells have been active in public affairs since before the Revolution. Their enemies once published a handbill charging that they had been on the state payroll for a total of 219 years—at a cost to the Treasury of more than $1 million. But the voters properly rejected this as pure malice and have happily continued to summon Russells to their service. "Little Dick," as he was once known in Winder (50 miles northeast of Atlanta), is the son of Judge Richard Brevard Russell, who was chief justice of Georgia for 15 years. The judge, equally distinguished for his mastery of law and the size of his family, once downed Margaret Sanger in a debate on birth control by triumphantly pointing to the health and achievements of his brood of 13 children.

The Russells were raised, as they say in Georgia, poor but sturdy. Old Judge Russell was frequently embarrassed during Dick's boyhood by the report that he could not afford to buy shoes for his son. The truth was that until late in his teens young Russell hated shoes, and was often seen meandering about town in hat, overcoat and barefoot. The judge himself believed that public service was the highest vocation and he deserted the bench only once for private practice—when he had six children in college at the same time. It was inevitable that his son should come home from law school and announce he was going into politics. Vainly the judge pleaded: "Wait a while and make some money. If you go into politics now you'll never let go and you'll die poor." Today Senator Russell reflects: "My father's advice was good, but I didn't take it. I was elected to the legislature on my 23rd birthday. I've been in politics ever since and I see no reason why I shouldn't die poor."

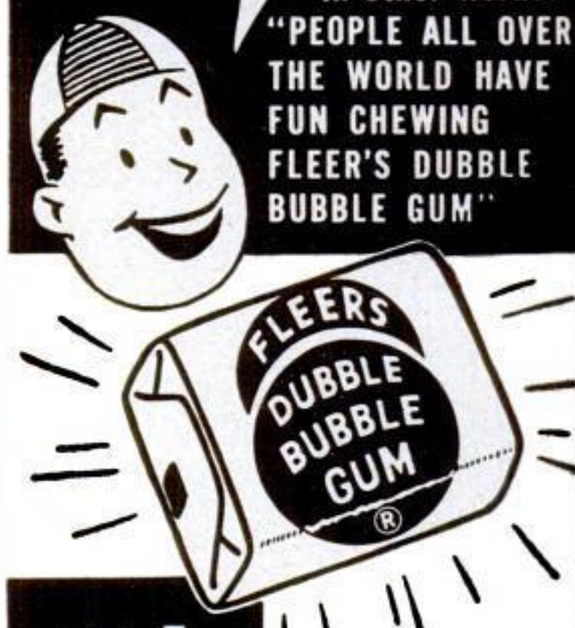
Only 10 years after Dick entered politics his father had the pleasure of swearing him in as Georgia's youngest governor. He became one of Georgia's best. In only a year and a half he swept the cobwebs out of Atlanta's dusty old capitol and eased the tax burden by reducing the number of bureaus from 102 to 18. Eighteen months later he was Georgia's junior senator.

In Washington, Russell built his reputation slowly and solidly. He did not command national attention until last year, when his handling of the Armed Services Committee inquiry into General MacArthur's dismissal gave him a chance to display firmness, fairness and dignity almost unmatched in recent Congressional history. Always the Southern gentleman, soft of speech, polite and almost deferential in manner, Russell nonetheless can be shrewd and tough in legislative fights. During one Senate debate, when

CONTINUED ON PAGE 125

"NO HAY BURBUJA COMO DUBBLE BUBBLE"*

*in other words: "PEOPLE ALL OVER THE WORLD HAVE FUN CHEWING FLEER'S DUBBLE BUBBLE GUM"



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FUNNIES, FORTUNES, FACTS ON EVERY WRAPPER!

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SHORTCAKE
No easier way to perfect shortcake! *Just add cream to*
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QUICK RELIEF FROM Muscular Pain





COOKIES
Peanut-buttery 1-2-3 Cookies *ready to bake in 5 minutes.* Just reach for the
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NAUSEA due to speed and sudden change of altitudes, relieved with MOTHERSILL'S AIRSICK REMEDY
...Helps to control organs of balance. Quiets the nerves.
THE WORLD OVER DRUGGISTS

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Your walls are the background for beauty in your home. Here is one of many smart color schemes you can have so easily with SUPER KEM-TONE. This durable, velvet-rich, de luxe wall paint has a tight, tough surface that will keep its beauty after countless washings. It's easy to apply, and dries so quickly . . . you can have a "new" room in a day. Lovely pastels, high-fashion deep tones and rich "in-between" shades . . . you'll find them all in SUPER KEM-TONE. Also, matching colors for woodwork in KEM-GLO Lustre Enamel.



$1.59 QT. $4.98 GAL.
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NO THINNING—JUST STIR AND APPLY

Super Kem-Tone is Guaranteed* Washable or your money back by seven leading paint companies:

Acme Quality Paints, Inc., Detroit
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Kem-Tone®

Top Value in Thrifty Home Beauty

The oil paint that mixes with water, is easy to apply over any wall surface, dries in an hour to a lovely flat matte finish. Amazingly economical, one gallon thinned with two quarts of water makes a gallon and a half of paint, ready to apply, at only $2.66 a gallon.

$1.35 QUART $3.98 GALLON (In paste form)

KEM-GLO

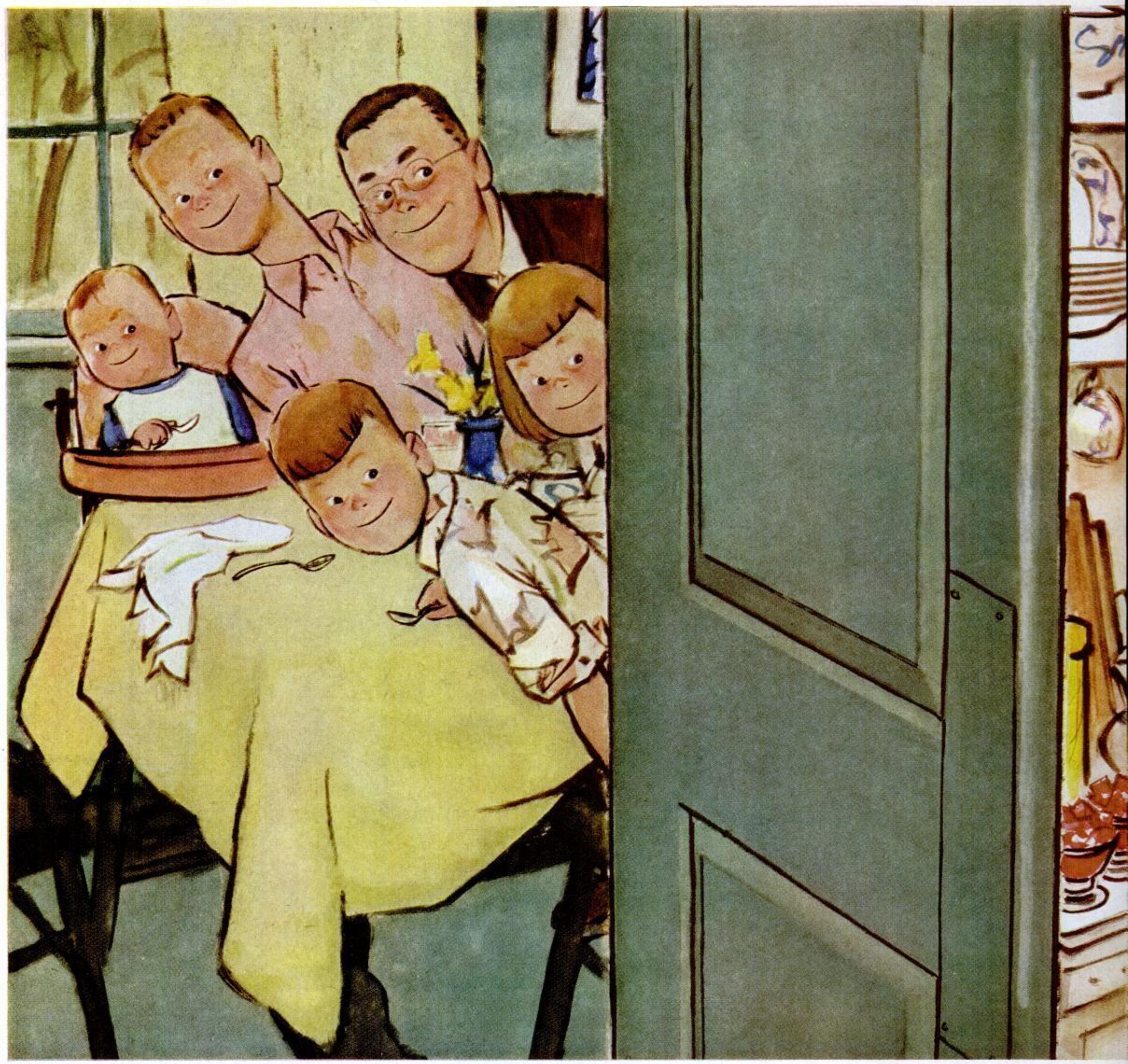
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$1.39 PINT $2.39 QUART $7.98 GALLON



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Watch those smiles grow even bigger when you bring in a big, beautiful, shining mold of Jell-O! And you'll smile to yourself, too, 'cause you know how little it costs to serve a really scrumptious Jell-O dessert . . . and how easy it was to prepare, too!

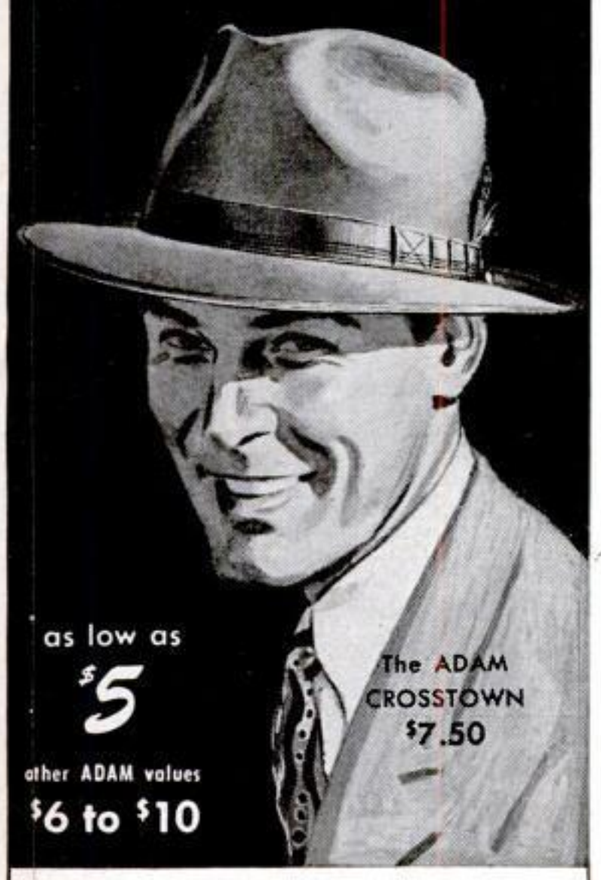


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- Made of genuine fur felt
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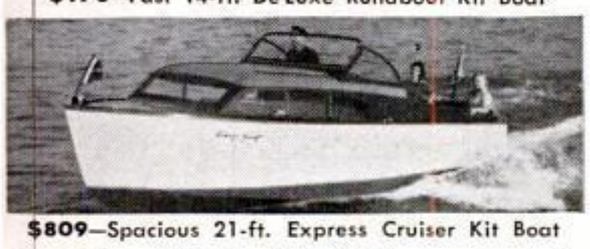


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Kit prices quoted f.o.b. factory, subject to change without notice.

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WORLD'S LARGEST BUILDERS OF MOTOR BOATS



WAFFLES
Extra-good waffles, made extra-easy!
Just reach for the
Bisquick
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IF NOT TRUMAN, WHO? CONTINUED

Paul Douglas was speaking, Russell rose to ask, "Will the gentleman yield?" Douglas yielded with the rueful tribute: "I yield, though my knees are knocking, to one of the subtlest men and most able field generals who ever appeared on the floor of the Senate."

Although it has been Russell who has directed the Southern bloc's successful three-year fight against Truman's civil-rights legislation, he was not one of the Dixiecrats of 1948. In the convention, like the other Southern Democrats, Russell was one of those who fought a rear-guard action against the Northern liberals who were determined to write a civil-rights plank into the platform. When this fight was lost the Southerners turned to Russell and asked him to become a candidate against Truman. He yielded reluctantly but, once committed, he did the best that he could in the short time that remained. "Mine was one of the briefest presidential candidacies on record," he says. "It lasted from 8 o'clock to midnight, but I did get 263 votes." Later when other Southerners created a third party Russell stayed loyal, thinks of himself as a loyal Democrat still. But he has been more and more disturbed by the trend of the party under Truman, finds himself in more and more frequent rebellion against the White House. He voted for Taft-Hartley. He is for the present agricultural policy but bitterly opposed to the Brannan plan. He finds himself differing with the Administration on budget-making.

He commands a determined band

ALL this—plus his uncompromising fight in the name of states' rights against the FEPC—places Russell far to the right of every other Democratic candidate. It also means that he will go to the Democratic convention in Chicago with very little prospect of becoming his party's official nominee for President. But he probably will command the delegations of South Carolina, Mississippi, Virginia, Texas, Florida, Louisiana, Alabama and, of course, his native Georgia. These delegations will be determined either to retire Mr. Truman or to compel him and the party to abandon the civil-rights program. If they do not succeed in this purpose they threaten the party with a great schism.

There is no doubt Russell wants to stay within the party if he can have his way—the Southern way—about the platform. If thwarted, the Southerners already have another plan. Georgia and most other Southern states have adopted laws which keep the names of presidential candidates off the ballot. Electors from these states will be free to cast their votes for the man of their choice regardless of party nomination. Should neither the Democratic nor Republican nominee have a majority, the election would be decided in the House of Representatives where each state has but one vote. In that case the man with the ultimate power of decision might be Richard Brevard Russell.

The special nature of the Senator's strength makes it hard to compare with that of other Democratic candidates, but it breaks down about like this:

Major liability: the purely sectional (and emphatically conservative) nature of his backing.

Major asset: in addition to the respect won by his political performances in both Atlanta and Washington, he enjoys—thanks to this same sectional support—a unique bargaining position from which he probably could not win but could influence the nomination.

CONTINUED ON NEXT PAGE



RUSSELL KITE was flown by Atlanta admirer in city's kite contest, which took place when Senator Russell started flying presidential kite in Washington.



My druqqist says



"Use Ace Comb care-



Won't scratch your scalp



Or tear your hair"

—**that's because** Ace Combs are made only of genuine Ace Hard Rubber. Every tooth-end rounded on all sides . . . every edge satiny smooth. So for safety, always use Ace—and "do" your hair with more perfection besides. Individually packaged. Moderately priced. Many styles.
American Hard Rubber Company, N. Y. 13.

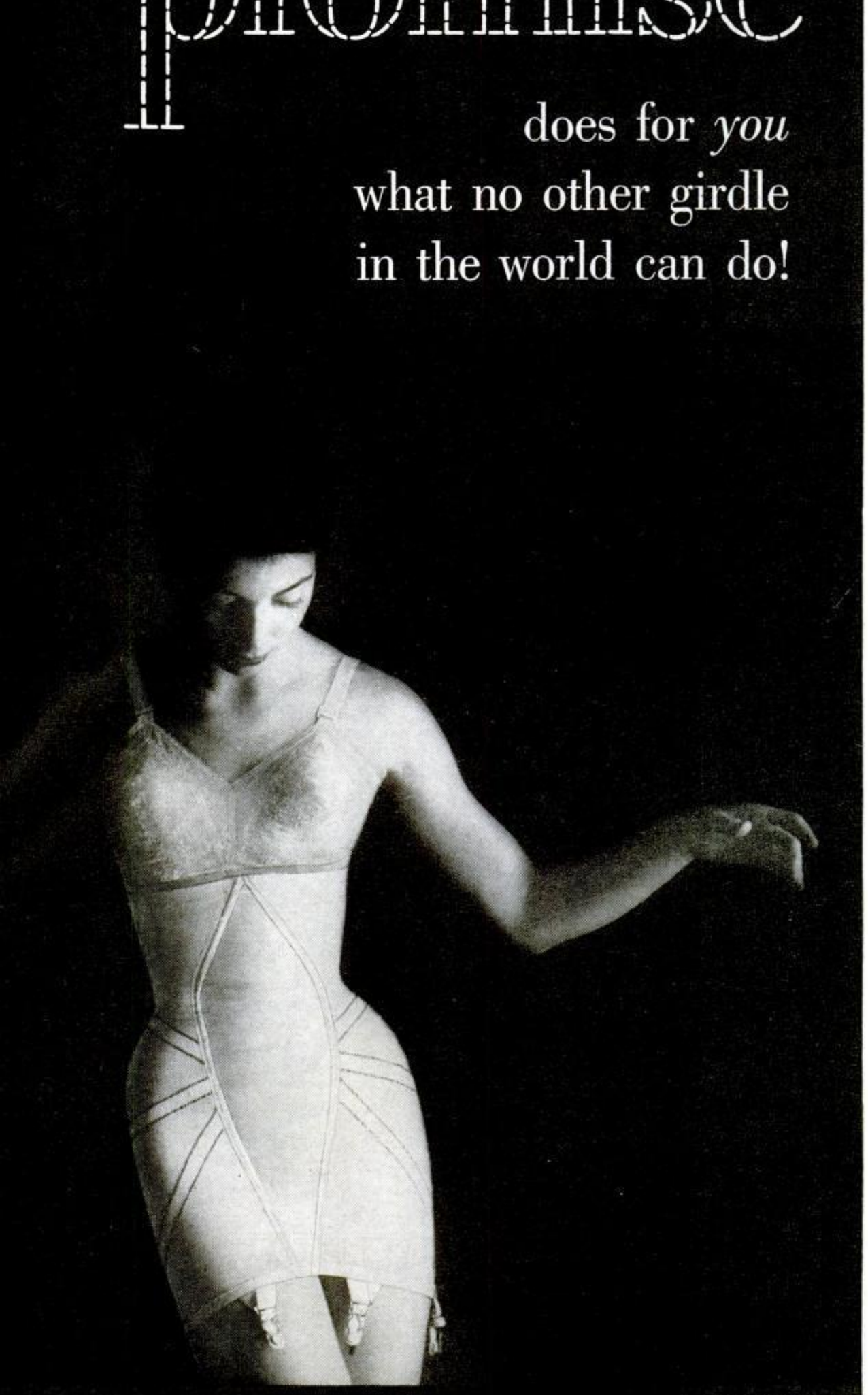


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Write — there's a store in your city
to fill your figure dreams
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SHIRTSLEEVED MILLIONAIRE Bob Kerr was a vigorous campaigner in 1948 Senate race. From the platform he often sang *You Are My Sunshine.*

WITH KERR THE FAIR DEAL IS FINE

IN more innocent times Robert S. (for Samuel) Kerr would have commended himself to the voters simply by the circumstances of his birth: he was born in a 14-foot-square log cabin. The times being out of joint, he must overcome instead an unusual handicap: an oil-rich multimillionaire, he is the first presidential candidate to admit publicly that he is worth at least $10 million. The Senator obviously cannot deny his millions, nor does he try to, but he prefers to remind voters of the log cabin.

These days the 6-foot 3-inch Oklahoman keeps firing his presidential ambitions with the warm remembrance of some early paternal advice. The elder Kerr was a Missourian who moved into Indian Territory and farmed 160 acres near Ada, the Senator's birthplace. One day when they were resting after an afternoon of cotton chopping, the father turned to the son and said: "A boy can do anything he wants to in life if he is willing to pay the price in labor and preparation. Son, you can even be governor." The cotton chopper's son has been governor. Now he wants to be President.

He entered politics comparatively late, having had the foresight, unlike Russell, to make his millions first. He had come home from World War I a lieutenant, two grades lower than Harry Truman. Like Truman, he had a string of bad luck in the early postwar years. His produce house burned down; he lost a wife and son in childbirth. "I'm a millionaire now," he is fond of saying, "but you should have seen me back in Hoover's day."

His luck changed after he married Grayce Breene of Tulsa and went into the oil business with her brother. Soon his fellow oilmen asked him to take charge of a campaign to lift Oklahoma City's restrictions against drilling within the city limits. His campaign paid off and his company drilled some of the richest wells in the new field. Today with Dean McGee he is one of the partners in the Kerr-McGee Co., operating in every phase of the oil business except distribution and boasting enormous holdings in Oklahoma, Texas, Wyoming and the tidelands of Louisiana.

With wealth came freedom to enter politics and pursue his first ambition: to be governor. He was elected in 1943 and as a wartime governor held a tight economy line during his term, reducing the state's debt by some $40 million. Outside Oklahoma he became something of a supersalesman and goodwill ambassador. He bet Nebraska's Dwight Griswold a barrel of Oklahoma sorghum against a big, fat, corn-fed hog that Oklahoma would outstrip Nebraska in bond sales. He won. A Brooklyn housewife who subsequently wrote him asking for a gallon of sorghum was astonished one day to see him appear in person to deliver it. Such antics gave his political enemies a chance to label him "Sorghum-Packing Bob"— as well as "Traveling Bob" and "Blatherskite Bob," salutes to his fondness for junketing and speechmaking. It was obvious almost from the start of his term in the governor's mansion that Kerr's political ambitions were far from satisfied. In 1948 he got his chance to contest the Democratic primary for the Senate. In a campaign that set new records for campaign spending in Oklahoma the Governor earned still another name, "Billboard Bob." He reported that his own expenditures were within the $3,000 limit set by the law but his opponents charged that he had spent far more than

CONTINUED ON PAGE 128

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NEW Tone-Tailored Interiors—luxurious fabrics, finishes and paneling in a variety of exciting color harmonies! Solex Safety Glass* that helps keep out sun's heat and glare.

*Optional at extra charge



NEW "follow-through" that makes sure the engine is going before starter is disengaged. Saves fuel. Saves the battery. Just turn the ignition key and both starting and choking are automatic.

What's new with Plymouth this Spring?



REDESIGNED combustion chamber that produces an entirely new kind of power flow, making Plymouth's famous high-compression engine smoother and quieter than ever.



NEW Cyclebond brake linings that provide more braking surface than the riveted type. And remember, Plymouth brakes have a total of six hydraulic cylinders where the other two leading low-priced cars have but four. Braking is smooth, sure and consistent.



STILL SMOOTHER Safety-Flow Ride—that famous combination of comfort features including the new Oriflow shock absorbers that give you more than two times the cushioning power of the ordinary type.

LOTS MORE new features! See your dealer for a demonstration!

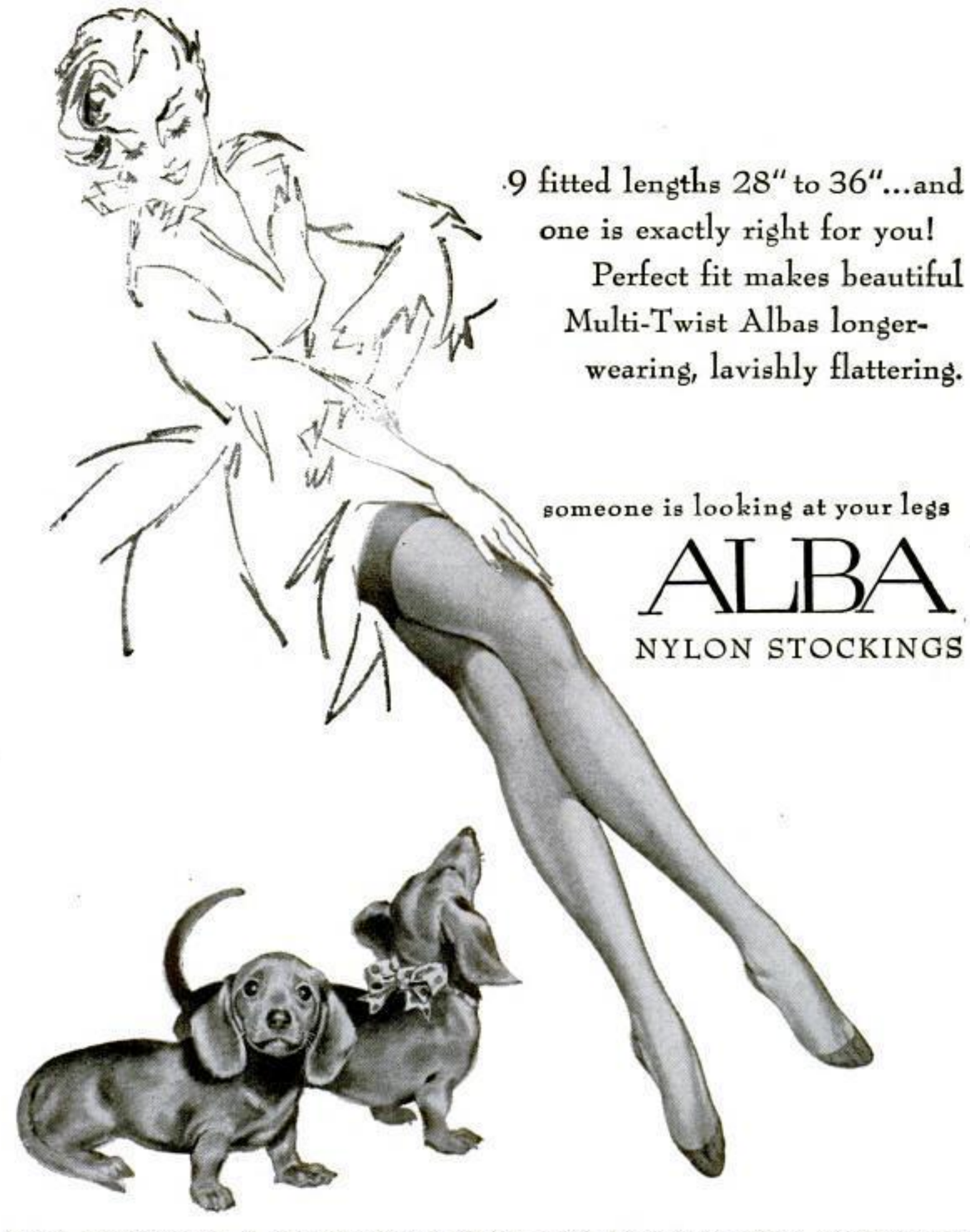


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Most make-ups shout: "Made-up!"— Magic Touch whispers: "Natural beauty"



Magic Touch is NEW . . . a *tinted cream* make-up so sheer your skin glows through! . . . yet it hides each tiny blemish while it smooths and softens and adds glorious color . . . Apply with fingertips (with or without powder)—so quick, so easy, so *naturally lovely!*

43c and 1.00—6 magic shades
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$65,000. He got full value received, for he won both the primary and election by tremendous majorities.

His political success has given him more than the usual self-assurance shown by freshman senators. He has not hesitated to read Washington, which outdrinks the nation by several million quarts, a lecture on temperance. "I don't see why every kind of business, monkey or serious, has to be mixed with a drink," he wrote to his constituents back in prohibitionist Oklahoma, "but that's about the case. . . . Hard liquor clouds the vision . . . and official Washington must be at its best when the lives of our men are at stake." The Senator's vision has never been thus impaired, for he is a teetotaler, a Baptist who still teaches Sunday school.

Kerr's devotion to the cause of the Democratic party has been equally religious. He has probably appeared at more Jackson Day dinners in more states than any other man in the Senate. His willingness to travel and his generosity to the party have made him almost as well known to Democrats as Bob Taft is to Republican precinct captains and state chairmen. In Congress his voting record is that of a loyal Truman Democrat. Like Truman, he continues to believe that the best way to win an election is to pretend you're running against Herbert Hoover's sinister host of reactionary Republicans, whom he has chastised as "the greatest living experts in sin." Uncompromising Fair Dealer Kerr wants 100% of parity for the farmer and unreduced spending for social services and public works even in the present emergency. As he says with understatement: "I am always ready to give labor the benefit of every doubt." On foreign policy Kerr has not only cheered and voted for Truman's every move, but he was the President's first and loudest defender in the firing of MacArthur.

He outraged some liberals

FROM this record of Fair Deal orthodoxy there have been two outstanding deviations. As senator from Oklahoma, where segregation is written into the law, Kerr voted with the South on civil rights. And he must confess to outraged liberals that he wrote and successfully sponsored the Kerr bill exempting producers of natural gas from regulation by the Federal Power Commission. So vehement was the protest against the bill that Mr. Truman vetoed it. When the Federal Power Commission later adopted a ruling in line with the legislation, Kerr was charged with getting by political influence what he could not achieve by legislation.

In this fight Kerr has always been forthright. He never denied that his bill promoted Oklahoma's interests and his own. He argued only that, in his view, the bill gave producers freedom to market their product wherever they could sell it to the highest bidder. Of course he denies applying any pressure on the Federal Power Commission. There is no evidence to disprove him.

The balance sheet on Candidate Kerr looks like this:

Major liability: a multimillionaire who fought with equal zeal against the civil-rights program and for his own and his state's special interests could be a very vulnerable target.

Major asset: an otherwise orthodox New and Fair Dealer, a campaigner as tireless as he is ambitious, he is favorably known probably to more state chairmen and convention delegates than any other Democrat but Truman himself.

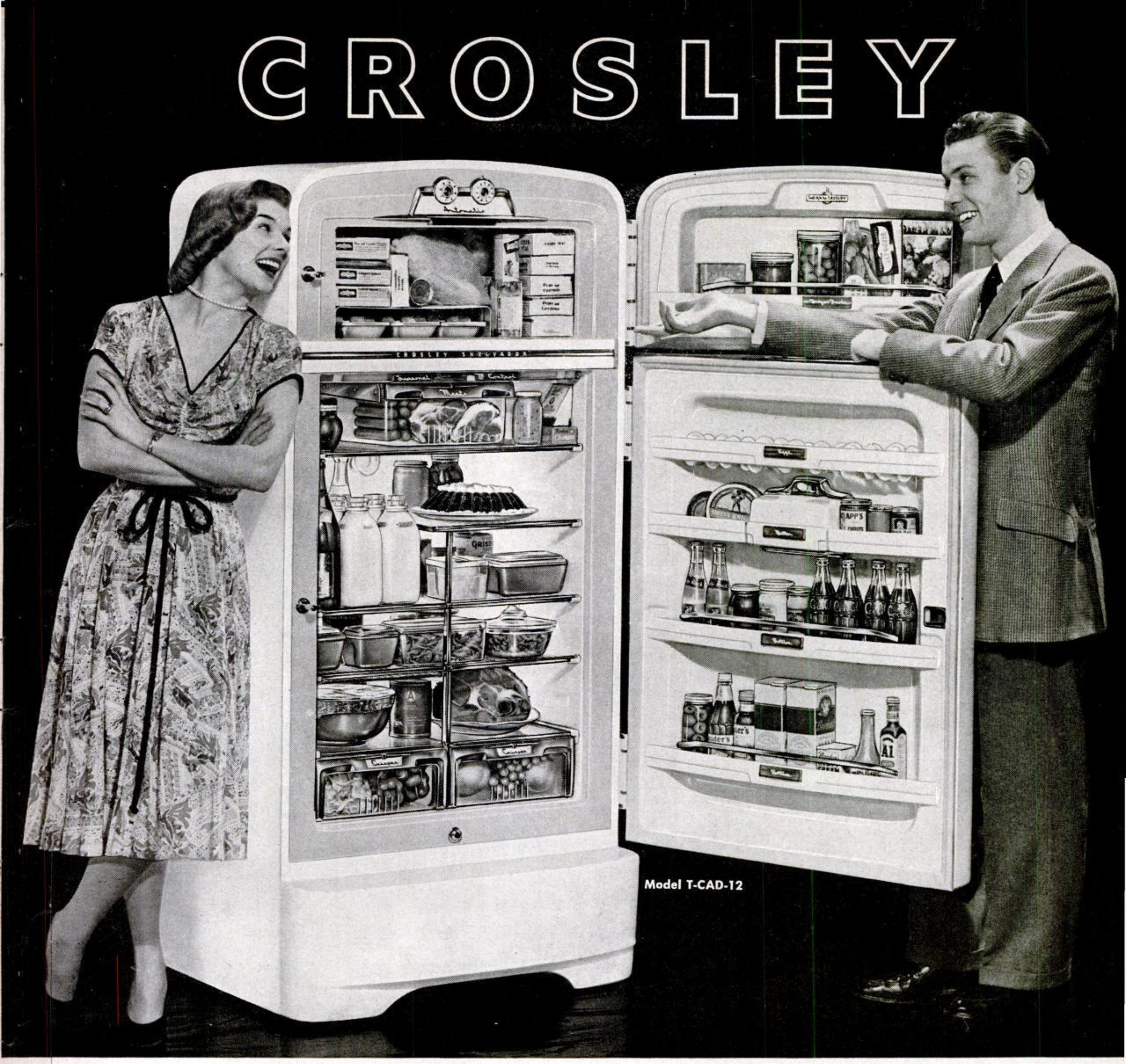
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THE KERRS gather around a piano. Left to right: Mrs. Kerr; Lieut. Breene Kerr, 23; Kay, 20; the Senator; William, 14; Lieut. Robert S. Kerr Jr., 25.

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"We got the LEADER! We bought CROSLEY!"

Yes, Crosley is the leader – with every work-saving, time-saving feature you want in a refrigerator! That's why Shelvador® is the world's *most imitated* refrigerator–imitated–but never equalled!

Get the leader in convenience! Crosley gives you big, roomy shelves *completely recessed* in the door! You'll have twice as much food *where you want* it–*in front–in sight–in reach!* Don't settle for an imitation–with shelves that take away from cabinet space!

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Get the leader–feature for feature! Everything you want to save time – work – money! Big full-width freezer–holds up to 77 pounds . . . ButterSafe–keeps butter just right for spreading . . . big "moist-cold" crispers . . . removable shelves . . . huge meat holder . . . quiet, dependable refrigerating unit, backed by 5-year warranty!

Get the leader – and get *all* the *best* things *first*. Remember–fine things are always imitated–but seldom, if ever, equalled! Don't settle for an imitation–get the *real thing* – a wonderful Crosley Shelvador.

Whether you choose a Twin Automatic "12" with two doors–or one of many beautiful single-door models–you'll get America's leader in modern refrigerators. We honestly believe that once you've seen and priced the new 1952 Crosley Shelvadors, you'll never be happy with any other refrigerator.

CROSLEY

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MAJ. GEORGE FIELDING ELIOT
CEDRIC HARDWICKE
DENNIS KING
PAUL LUKAS
LAURITZ MELCHIOR
THE MARQUESS OF MILFORD HAVEN
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• You are never too young to begin taking a young man's care of your appearance. And because it is so important, you, too, belong with these distinguished members in this world-famous After-Shave Club.

Like other Williams preparations, Aqua Velva has an extra *youth preserving* quality. It contains a very *special* tonic ingredient for the skin. This wonderful substance leaves your face with its natural moisture intact . . . helps protect it from sun, wind and cold.

To freshen and "firm-up" your skin, to help keep your face *looking* and *feeling* young, make a habit of using Aqua Velva *after every shave*. Its quick-refreshing feel, its tangy scent will show you why it is the world's most distinguished after-shave lotion.



Join the After-Shave Club . . . use Aqua Velva tomorrow morning.



C-o-o-l, comfortable GORDON COTTONS—made to wear . . . and wear. Try *these* colorful, wash-fast, mix-or-match SOX, POLO SHIRTS . . . and comfortable, action-cut UNDERWEAR of softest, fine-combed spring-weight cotton.

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STEVENSON, A PRAIRIE ROOSEVELT?

ONE reason why Senator Kerr may look vainly for the President's endorsement is that the time calls for what Hollywood calls "a switch." With Washington's air choked with charges of corruption, all loyal Democrats are seeking the angle that can be played to put the party back on the side of the angels. To do this means to call for an untainted outsider, an unsullied reformer—a man like Adlai Stevenson, Governor of Illinois.

The suddenness with which his name has been thrust forward suggests clearly that Harry Truman has been testing public opinion along these lines. At a press conference recently Mr. Truman, who knows a baited question when he hears it, unexpectedly answered one. "Would you be happy," he was asked, "if Governor Stevenson were the nominee of the Democratic party?" The President replied that Stevenson is one of the best governors Illinois has ever had, and that is one of the best recommendations any man can have for president. Any politician who knows a precinct from a primary could take a hint. In effect, the President was saying: look him over.

He is worth a close look. Although not a conventional party man, his Democratic pedigree is clearly thoroughbred. His paternal grandfather was vice president under Cleveland; he is distantly related to Georgia's Richard Russell and more closely to the family of Vice President Barkley. Though the Stevensons have been rooted in Illinois for four generations, the Governor has the most cosmopolitan background of any Democratic candidate. He went to all the best schools—Choate, Princeton, Harvard Law (where he flunked out) and Northwestern (where he finished). He dabbled in journalism (on the Bloomington *Pantagraph*), practiced law with a top Midwest corporation firm and lived for six years the fashionable life of Chicago's North Shore.

In 1941, when Colonel Frank Knox, a Republican, was Secretary of the Navy, Stevenson became his personal aide. After Knox died Adlai found himself drafted by the State Department: he became a member of the delegation to San Francisco and then permanent deputy to Edward R. Stettinius. (He also found himself in casual official contact with Alger Hiss, then so trusted in the DOS—as Stevenson himself later deposed for Hiss at the trial.) At that time, Stettinius' health was failing and Stevenson for months carried the burden of negotiations.

Always an assistant until . . .

ALTHOUGH by 1947 Stevenson had earned a solid reputation in a small, select Washington group, he was almost unknown beyond this narrow circle. "Poor Adlai," his wife murmured to a friend, "he seems destined always to be someone else's assistant."

She was very wrong. Within a year he had been elected Governor of Illinois. This was the result not of any political freak but rather of the shrewd judgment of the Cook County boss, Colonel Jacob M. Arvey. Arvey had guessed that Republican strength in Illinois had been sapped by inertia and corruption, and that a Democratic blue-ribbon reform slate would sweep the state. He had already lined up Paul Douglas, University of Chicago professor, to run for the Senate, when Stevenson's name was suggested. Arvey was interested but doubtful. "A friend tells me," he said to Stevenson's sponsor, "that Stevenson went to Oxford and I had better keep away from him." A wire from Stevenson reassured him: "Never went to Oxford not even to Eton." The ticket of Douglas and Stevenson won by the largest majority in the state's history.

Stevenson's record as governor is almost as good as Truman says. He purged the state police of politics, gave it independence and self-respect. He pried money from the legislature to strengthen a retarded school system. He whipped the archaic welfare department into such spruce shape that it now directs one of the best social services in the Midwest. When graft did appear in the finance and health departments Stevenson dealt out swift punishment. So aloof has he kept himself from machine politics that his innocence of realities on the ward and precinct level has been cited as a serious political handicap. So conscientious is his administration that he has been charged with too great preoccupation with routine detail.

His uncompromising devotion to work was reflected poignantly by an announcement made shortly after he entered the governor's mansion. "I am deeply distressed that, due to the incompatibility of our lives, Mrs. Stevenson feels a separation is necessary. Although I do not believe in divorce," he wrote, "I will not contest it. We have separated with the highest mutual regard." There was no scandal; the parting was cordial and neither has remarried. The

CONTINUED ON PAGE 133

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AMERICAN COOKING has Come of Age



Now Gin has Come of Age...

Prove it with a Seagram's Martini

[EXTRA DRY]

Costs More...
and Worth it!

As Modern as Tomorrow

APPETIZING? Of course . . . and a delightful combination—rare, delicious foods and one of those smooth, *pleasant-tasting* drinks that only Seagram's Gin can make.

Because *only* Seagram's Gin is created with such patient care. That's what gives it that *naturally golden* color. It's the original American Golden Gin—first basic improvement in 300 years.

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has the bigger, single, SMOOTH head that shaves closer and faster than any other method - wet or dry

If you are one of those men who believes electric shavers take too long and won't shave a beard like yours CLOSE enough—the new Sunbeam Shavemaster will give you the surprise of your life. Just ask men with tough beards who are using it.

Shaves CLOSER

The top reason men prefer Shavemaster is the s-m-o-o-t-h-e-r, cleaner shave it delivers. Only Shavemaster's bigger, single continuous-round shaving head and exclusive shaving principle makes this superior performance possible. No beard too tough. No skin too tender.

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You will get a closer, cleaner shave with Shavemaster in a fraction of the time it takes with soap-and-blade. Even if you've got the toughest, heaviest beard, plus a tender skin, you'll shave faster and smoother with Shavemaster than by any other method, wet or dry.

Shaves SMOOTHER

The big smooth, oval Shavemaster head has more shaving edges than any other electric shaver made. It fits every contour of the face—picks up the beard the way it grows—leaves the face SMOOTHER because it shaves closer and cleaner without irritation. No muss or fuss, nicks or cuts.

Greater COMFORT, Convenience

The Shavemaster head FEELS GOOD on the face. The pleasant contact of the smooth oval head massages the skin as it shaves for greater face-health and comfort. Your face not only LOOKS better but FEELS better after a Shavemaster shave.

See the new Model "W" Shavemaster at your Sunbeam dealer's. Most dealers are prepared to have you try the new Shavemaster right in their stores.

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Transparent view

The ONLY electric shaver with a powerful, 16-bar armature, self-starting REAL Motor.

Why we use ONE BIGGER, SINGLE head instead of a multiplicity of small heads



Multiple Heads



The smooth, comfortable *continuous-round* Sunbeam head has over 3000 shaving edges and the lightning-fast single cutter makes over 24-million shaving actions per minute—more than any electric shaver with multiple heads



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story behind it was simply that Mrs. Stevenson, who entertained unrealized literary ambitions, had become increasingly resentful of the intrusion politics made into their family life. So obvious and innocent were the circumstances of the divorce that its weight as a political liability is probably negligible.

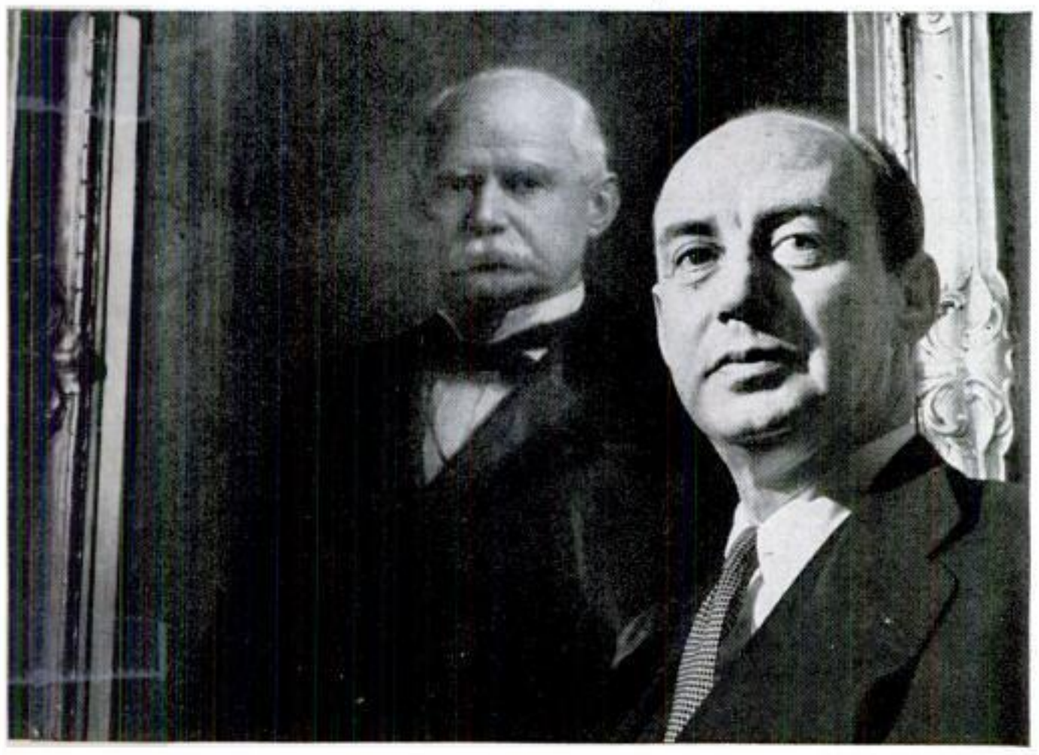
There is only one reason why Mr. Truman might find some embarrassment in picking Stevenson as his successor: the man cannot accurately be described as a Truman Democrat. Stevenson differs with the Fair Deal on some fundamental domestic policies. He deplores the increasing centralization of power in Washington at the expense of the states. Though a good and consistent friend of labor, he is not necessarily prepared to accept the current legislative program as dictated by the unions. Sometimes he even sounds like a Republican. "I don't like government doles," he has said, "I don't like subsidies. I don't like any interference with free markets, free men and free enterprises." He has also said, "Our two dread enemies are Russia and taxes."

The important issue on which he does agree absolutely with the administration is foreign policy. For this reason, his reluctance to become a candidate would quickly vanish if he were persuaded that Taft as the Republican candidate could beat any Democratic candidate, including Mr. Truman. "It is not just the man we elect this time," he has said, "but the men who follow his standard, who could turn the clock back on foreign policy disastrously. The central issue is to maintain positive American leadership in the free world. If we wobble or retreat we cannot hope that our friends will stand fast."

In sum, Governor Adlai Stevenson's stature as a candidate seems to shape up like this:

Major liability: he and his views are little known outside Illinois, even his vote-getting power is well known to only one major boss, Chicago's own Colonel Arvey; and those liberals and intellectuals eager to sell him to the nation as a kind of prairie Roosevelt have relatively little time left in which to work.

Major asset: a record of competence and integrity that would be a bracing tonic to a Democratic administration that to hosts of voters looks sick with disorder and dishonesty.

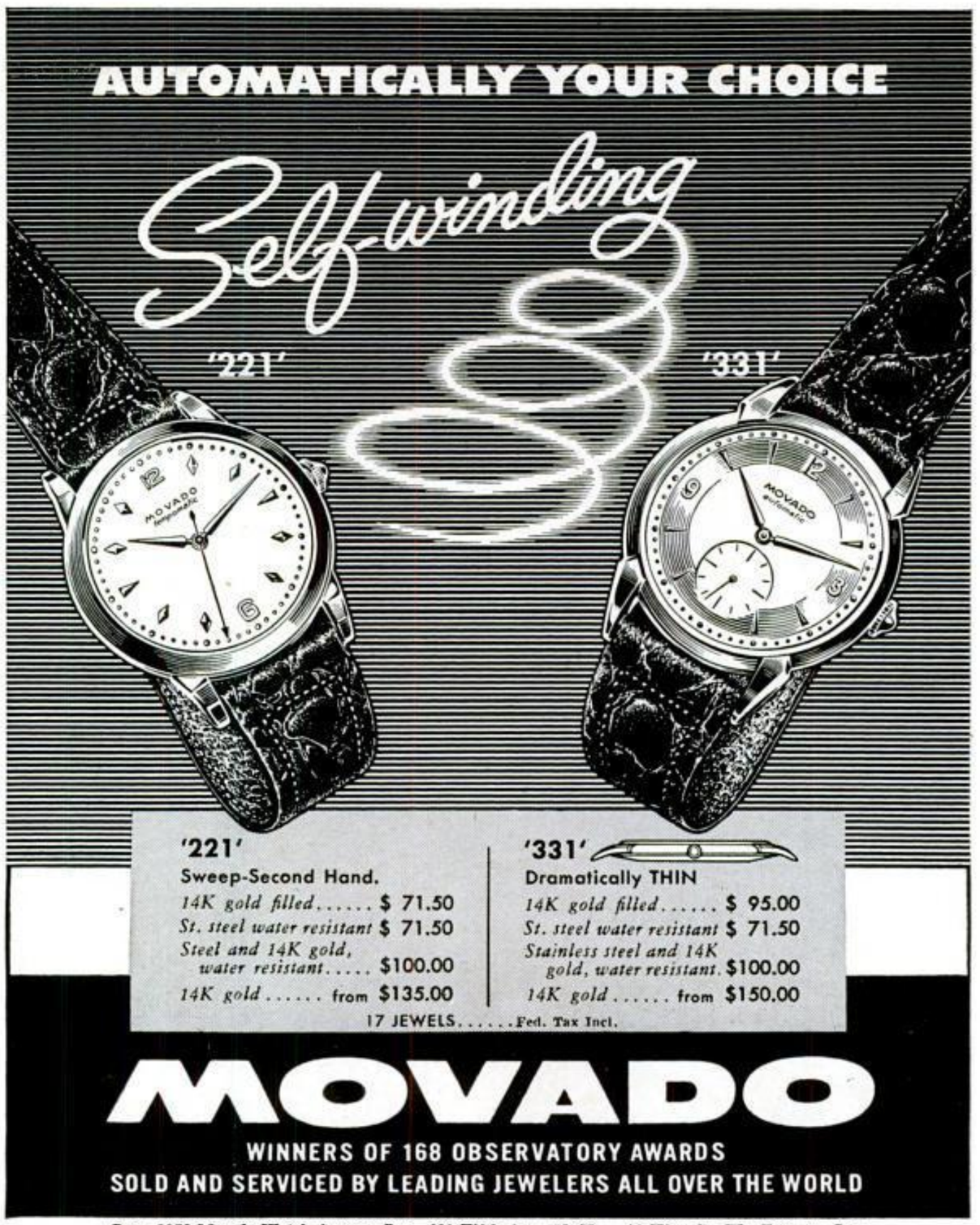


IN EXECUTIVE MANSION STEVENSON STANDS BY GRANDFATHER'S PORTRAIT

In these four candidates the Democratic party in fact displays both its inner strength and its inner stress. The candidacy of a Russell testifies loudly to dissension that could bring the party to disaster. The candidacy of a Stevenson offers, as one alternative to Truman, a man who might even be a stronger candidate than the President.

The political fate of these men will largely be determined by two facts. The first of these is that overriding feeling among voters this year that a change is needed—a change in an administration that seems populated with tired, too familiar faces, men often of unsure purpose and occasionally of unsure principle. This was the feeling that first found expression in the anxiety of so many in both parties to claim the allegiance of an Eisenhower. This same feeling largely inspired the New Hampshire vote piled up by Kefauver last week. In the weeks to come it can impel many Democrats in the direction of a Stevenson.

But the second fact is even more decisive: Mr. Truman himself. He—not any grand and impersonal political trend—will effectively decide if anyone is to take his place and, if so, who it shall be.



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For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid **D. D. D. PRESCRIPTION.** Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 43c trial bottle proves it, or your money back. Ask your druggist today for **D. D. D. PRESCRIPTION.**



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Save half your work on cinnamon rolls! Just *reach for the*

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Guaranteed!

TO REMOVE MORE DIRT in LESS TIME

...or your money back!



Our Guarantee!

USE THE WONDER CLEANER IN YOUR HOME 10 DAYS. If you are not fully satisfied it removes more dirt from your rugs and carpets in less time and with less effort, your money will be gladly refunded.

See your EUREKA *dealer . . . or write us . . . we'll arrange for your 10-day trial.*

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THETA CHI TEAM DOES BACK-TO-BACK HIGH KICK

Life Goes to a Yankee Cakewalk

VERMONT SHINES UP OLD MINSTREL ACT

An old minstrel act that always brought down the house was the cakewalk, in which flashily dressed couples strutted to snappy music. Although the cakewalk came from the South, where slaves competed for cakes by inventing "walk" steps, its most avid practitioners today are students at the University of Vermont. The university recently held its 55th annual "Kake Walk" on two successive nights as the high point of a winter carnival. Its version is so strenuous that only men may compete and teams representing the 13 campus fraternities go into training months in advance. The team that won this year did so with high steps that would have shaken the blossoms right off a magnolia tree.



PEE-RADE, which takes place after contestants have finished their dancing, consists of grand exit leaps in front of the "Kake Walk" king and queen. The royalty is chosen before event by campus vote.



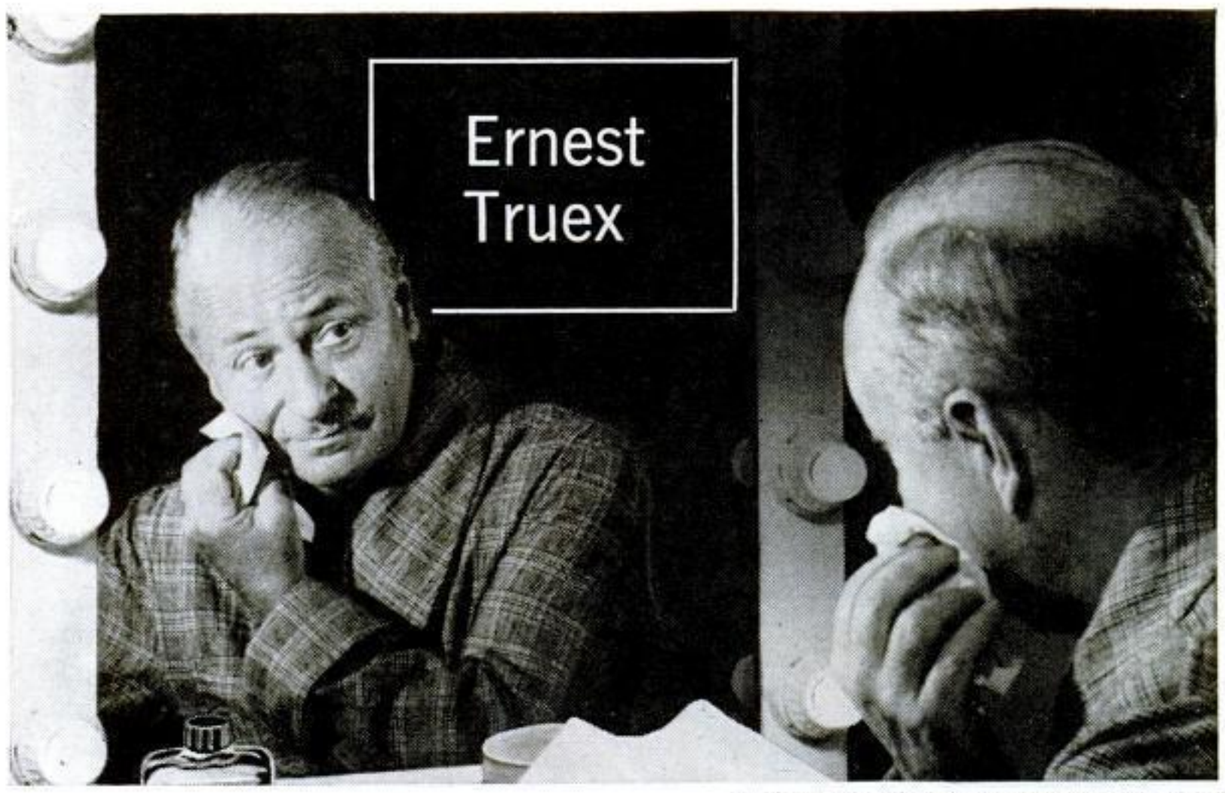
WINNER Lee MacDonald of Kappa Sigma and his wife share blackface after she gives him victory kiss.

GIRL STUDENTS, KEPT OUT OF THE CONTEST, DO LITTLE UNOFFICIAL CAKEWALKING IN SORORITY HOUSE



— WINNING KAPPA SIGMAS FLOAT DOWN FROM KICK

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Ernest Truex, star of over 37 Broadway plays

Actors' faces are extra-sensitive

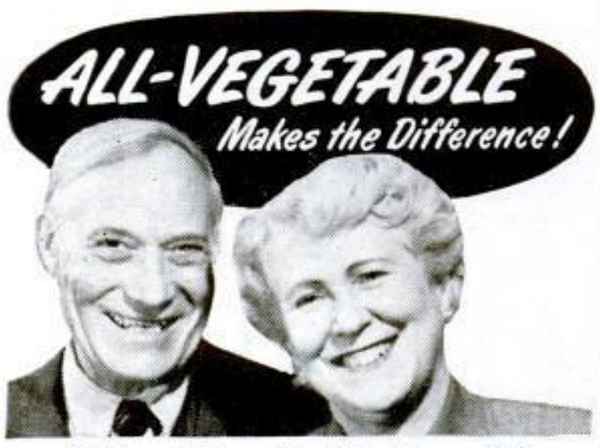
But Ernest Truex knows that this wonderful shaving cream helps him shave comfortably, have soft, smooth-looking skin.

Wearing and removing heavy stage make-up several times a day leaves actors' faces sensitive to the razor, prone to wrinkled, old-looking skin. And for actors, looking one's best is important to returns at the box office.

To help *all* men with sensitive skin, the J. B. Williams Company has added a wonderful new ingredient to Williams Shaving Cream. This new ingredient, Extract of Lanolin, contains 25 times the beneficial properties of the well-known skin conditioner, plain lanolin. It lets you shave close, yet helps free your skin from the risk of painful nicks and scratches.

If your position, too, requires good grooming at all times, use the New Williams Shaving Cream with Extract of Lanolin every time you shave. It helps your skin preserve its youthful qualities, take on that healthy glow . . . helps *you* look your very best at all times.

Start using the New Williams Shaving Cream right away. *If you prefer a brushless shaving cream* try new Williams Brushless. It contains the same luxurious shaving cream qualities.



Older People Praise NR It's So Kind to the System

Thousands of older people praise Nature's Remedy, NR Tablets. An NR at night brings morning regularity so thoroughly, yet without perturbing effects. *All-vegetable makes the difference*—a big difference! NR's are composed of 10 natural vegetable ingredients. That's why they're so kind to your system.

Try NR at our expense. 25 tablets only 25c. Buy a box at any drug store. Try them. If not completely satisfied, return box with unused tablets to us. We will refund your money plus postage.

NR Nature's Remedy NR TABLETS NR



BISCUITS

No easier way for homemade biscuits! *Just add milk to*

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MAKES ALL PENS WRITE BETTER

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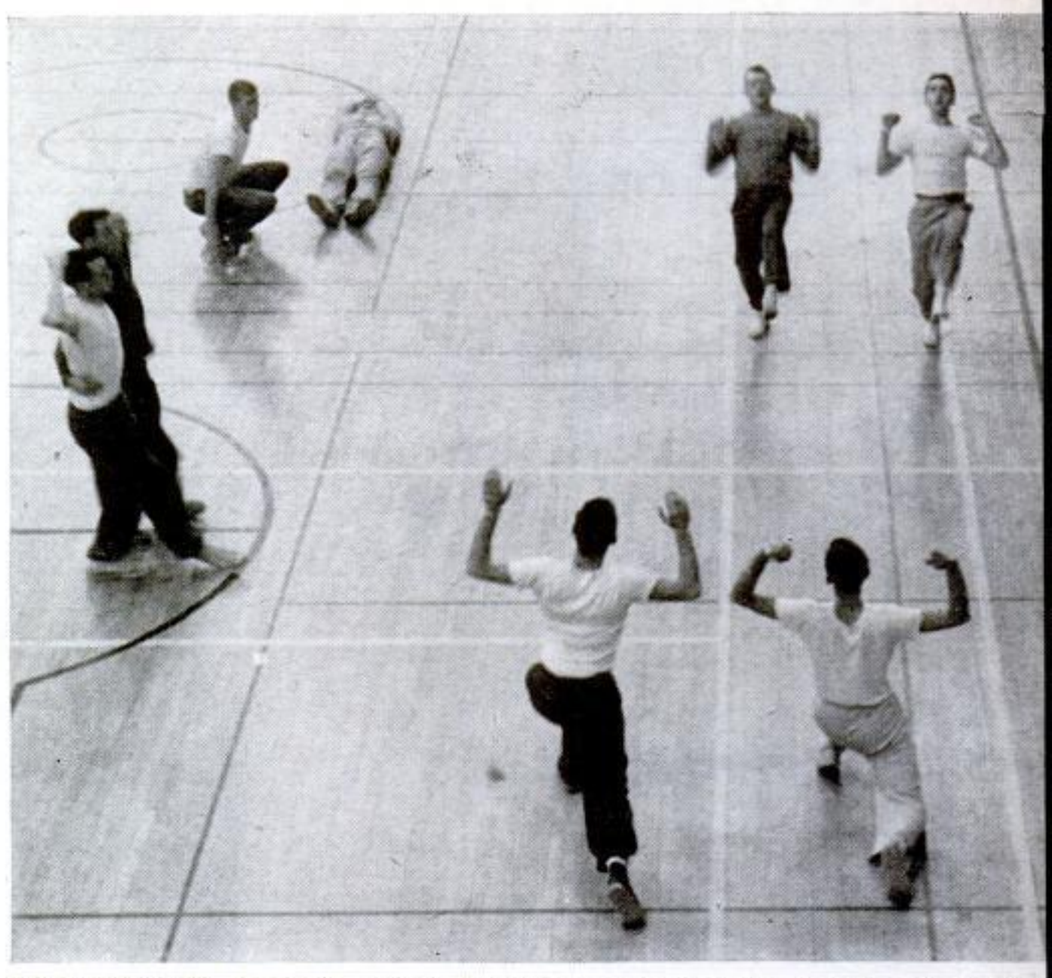
MEAT PIE

For flaky, tender meat pie topping, *just add milk to*

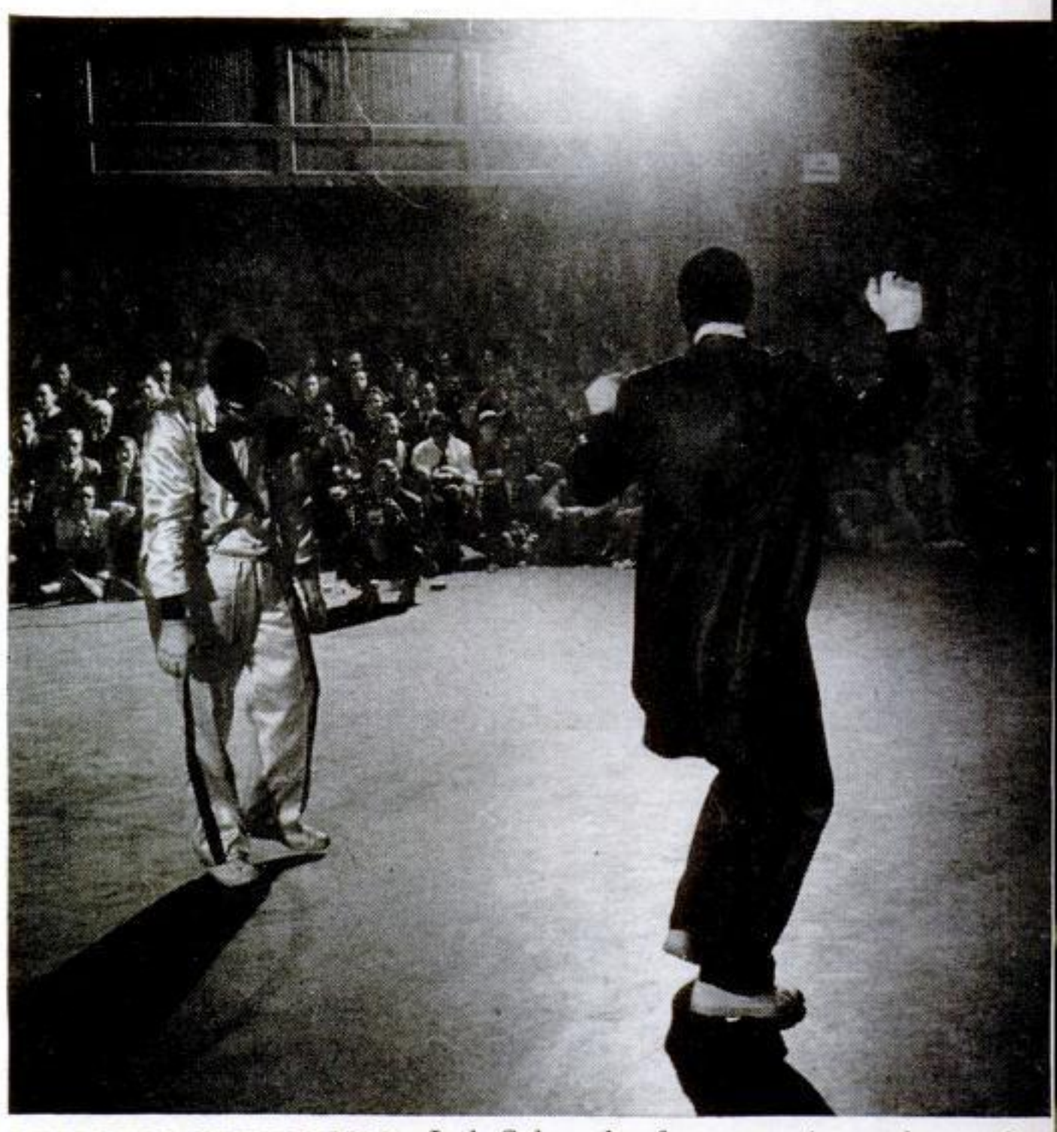
Bisquick

General Mills





GETTING IN SHAPE, cakewalk teams practice kicks, bends and routine steps in gym. They also train by track exercises, doing splits and spread eagles.



DEJECTED PERFORMER, Jack Schremly, forgot routine and started to walk off floor, his head hanging. He came back, however, and finished dance.

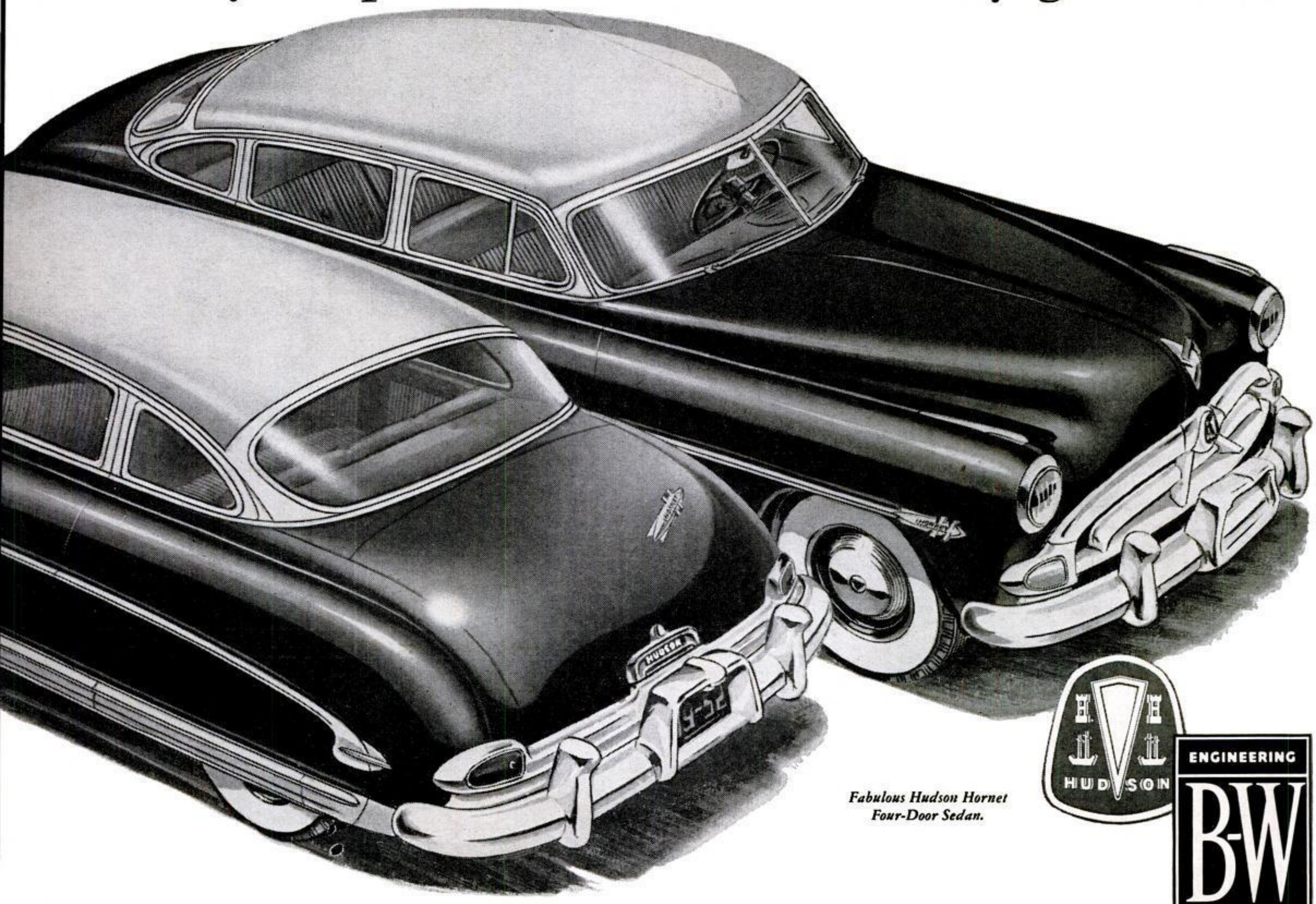


EXHAUSTED "WALKERS" slump to floor after doing their stint. Dance lasts only from 2 to 2½ minutes because that is limit of performers' endurance.

CONTINUED ON PAGE 138

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Q. Which of these HUDSON "twins" can save you up to 30 cents extra on every gas dollar?



Fabulous Hudson Hornet Four-Door Sedan.

ENGINEERING HUDSON B-W PRODUCTION



Smooths highways . . . *quiets the engine. Gives powerful automatic "overtake" for fast, safe passing.*



Eases city traffic . . . *gets you more from your car with less effort.*



Saves pocketbooks . . . *keeps your car young and modern longer.*

A. *It's the one equipped with* B-W OVERDRIVE!

Created for the motorcar industry by Borg-Warner, famous B-W Overdrive is the advance-type economy transmission.

B-W Overdrive in your new car makes the best gas mileage still better! On top of that it adds extra driving ease and comfort, even in the luxurious new Hudson, the car famed for its "step down" design.

B-W Overdrive does this because it *cuts down engine revolutions automatically* at all driving speeds above a set point. Suppose you drive 30 miles an hour. The engine will amble along at only 21. Cruise 60—it does 42. That hoards gas—up to 3 gallons in 10.

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Today, from coast to coast, over 4½ million owners of 10 leading makes of cars have experienced the extra economy and finer performance brought by B-W Overdrive.

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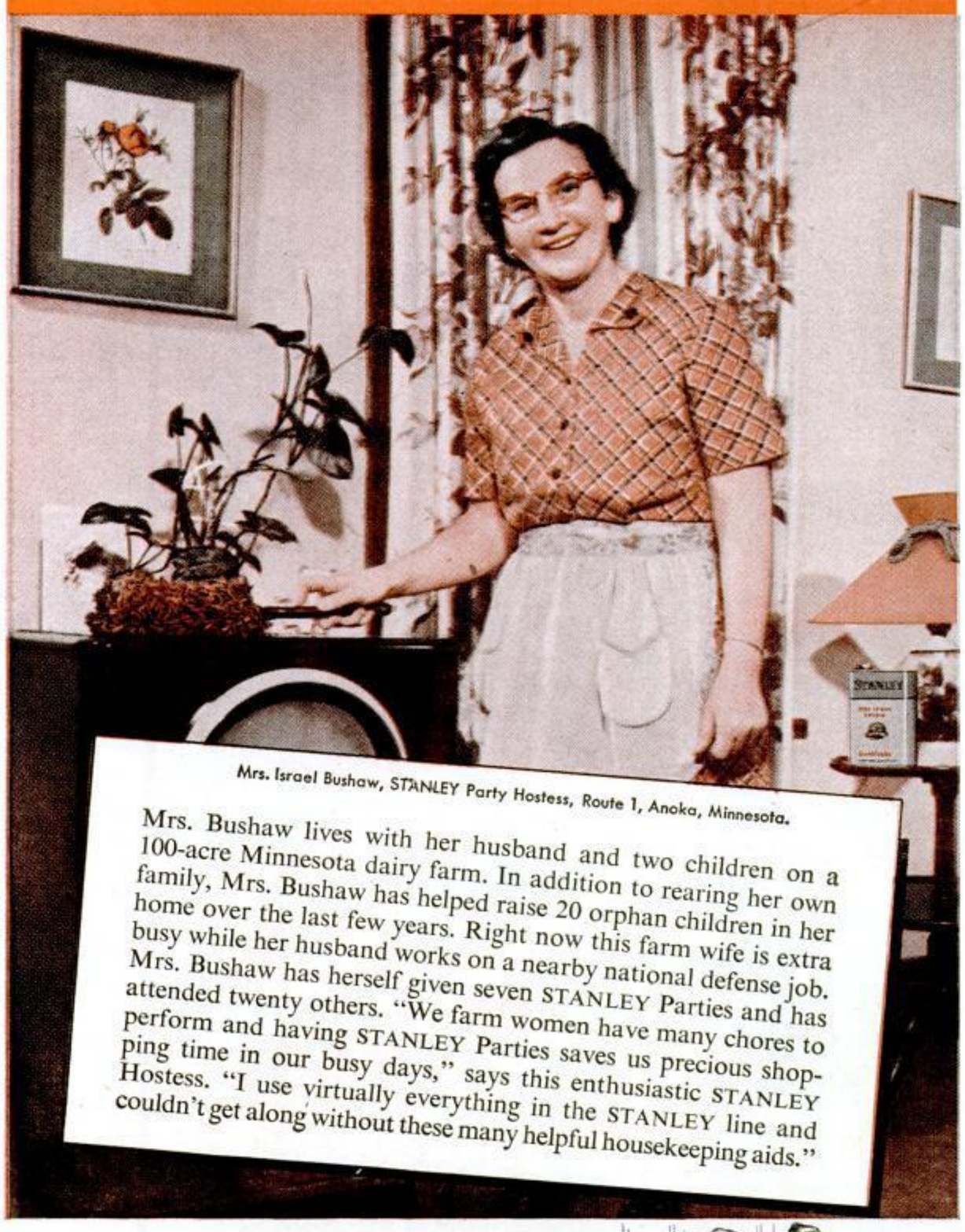
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Mrs. Israel Bushaw, STANLEY Party Hostess, Route 1, Anoka, Minnesota.

Mrs. Bushaw lives with her husband and two children on a 100-acre Minnesota dairy farm. In addition to rearing her own family, Mrs. Bushaw has helped raise 20 orphan children in her home over the last few years. Right now this farm wife is extra busy while her husband works on a nearby national defense job. Mrs. Bushaw has herself given seven STANLEY Parties and has attended twenty others. "We farm women have many chores to perform and having STANLEY Parties saves us precious shopping time in our busy days," says this enthusiastic STANLEY Hostess. "I use virtually everything in the STANLEY line and couldn't get along without these many helpful housekeeping aids."

See How Easy It Is To Hold A Stanley Party Like This

You just invite in your STANLEY Dealer with a group of your friends and neighbors. Your friendly Dealer sees that everyone has fun, demonstrates STANLEY QUALITY PLUS Products while you all shop for those you need. For your cooperation, you, as the Hostess, get a splendid Dividend Gift. To arrange for your own STANLEY Party, phone or write your STANLEY Dealer, your nearest STANLEY HOME PRODUCTS Branch Office, or communicate direct with STANLEY's Main Office in Westfield, Mass.



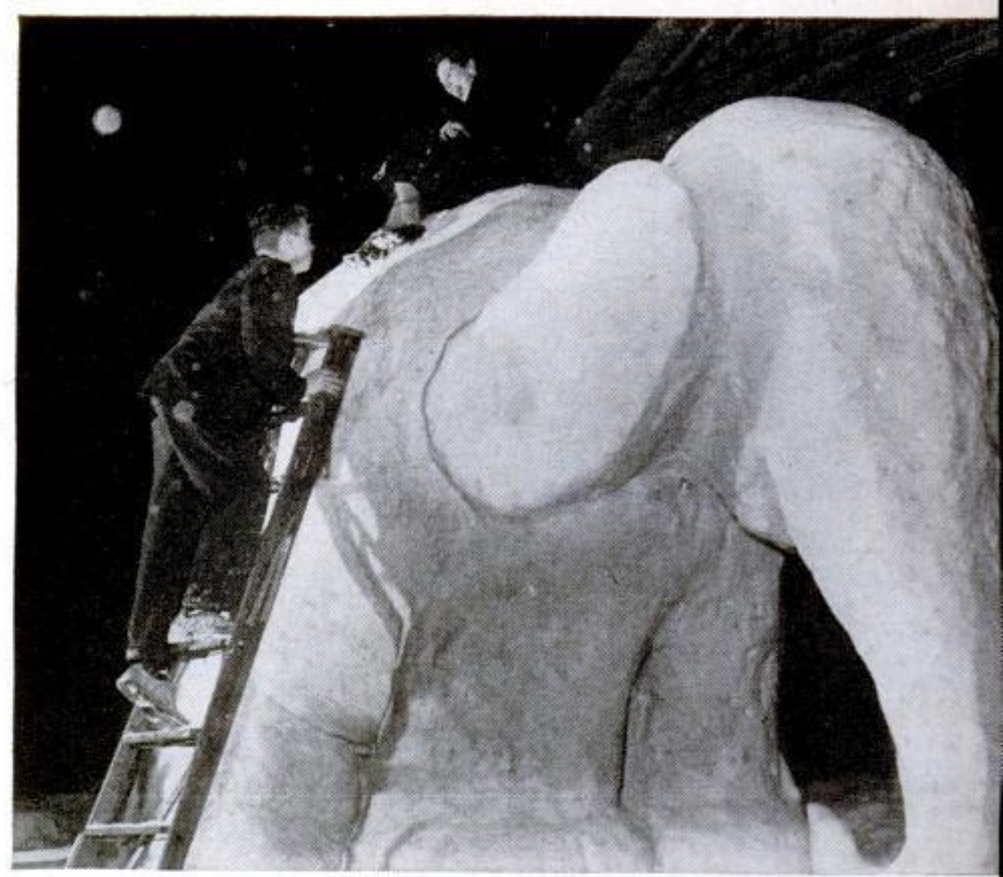
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STANLEY LEADS with more than 150 QUALITY PLUS PRODUCTS for Personal Grooming and to save women time, work, money in housekeeping.



WINTER CARNIVAL also produced snow sculpture. Here Joan Mil and Bob Smith clamber up on an elephant constructed by one of fraterni



CAKEWALK CHAMPIONS, members of Kappa Sigma, put up these s in front of their fraternity house to show scorn of pursuits like snow sculpt



STUDENT REVELERS decorate the Mill, a college hangout, by dropp candle wax onto paper plates and then sticking the plates onto the ceili

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Sir Edward Bridges' iron gray figure epitomizes the able force he heads—the self-effacing careerists of Britain's Civil Service.

LIFE INTERNATIONAL's readers have much in common with Sir Edward and the seventeen other distinguished Britons whose portraits they recently saw in its pages.

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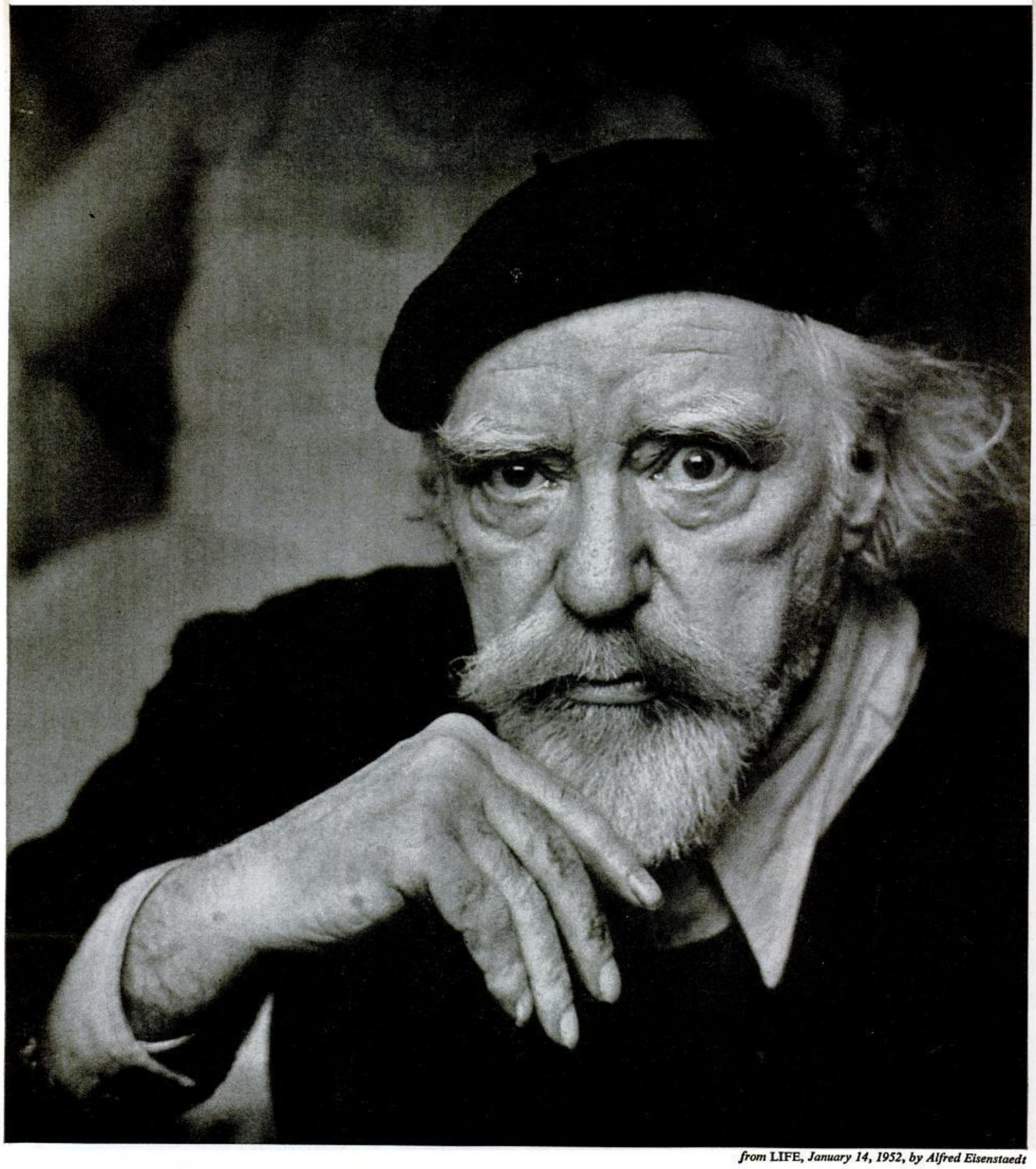
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from LIFE, *January 14, 1952, by Alfred Eisenstaedt*

WHAT'S IN A PICTURE . . .

Augustus John, the grand and fiery old man of English portraiture, is looking at us. His gaze is so penetrating and acute that for a long moment we are unable to break away from it and study the man himself. What an amazing thing for a photograph to be able to stare us down.

Here is a camera portrait remarkable because the subject looks harder at us than we can look back at him. In real life, it would be difficult to sit across from Augustus John and return such a gaze on level terms. But the camera returns his gaze with cool, unflustered eye and makes a photograph of it in all its deep intensity, giving us in addition a personality with its picturesque and sensitive details.

This is the power of the camera—that it can put the image of a living man in the frame of a picture, and give to that image a life of its own.

. . . to see life . . . to see the world . . . to eyewitness great events LIFE

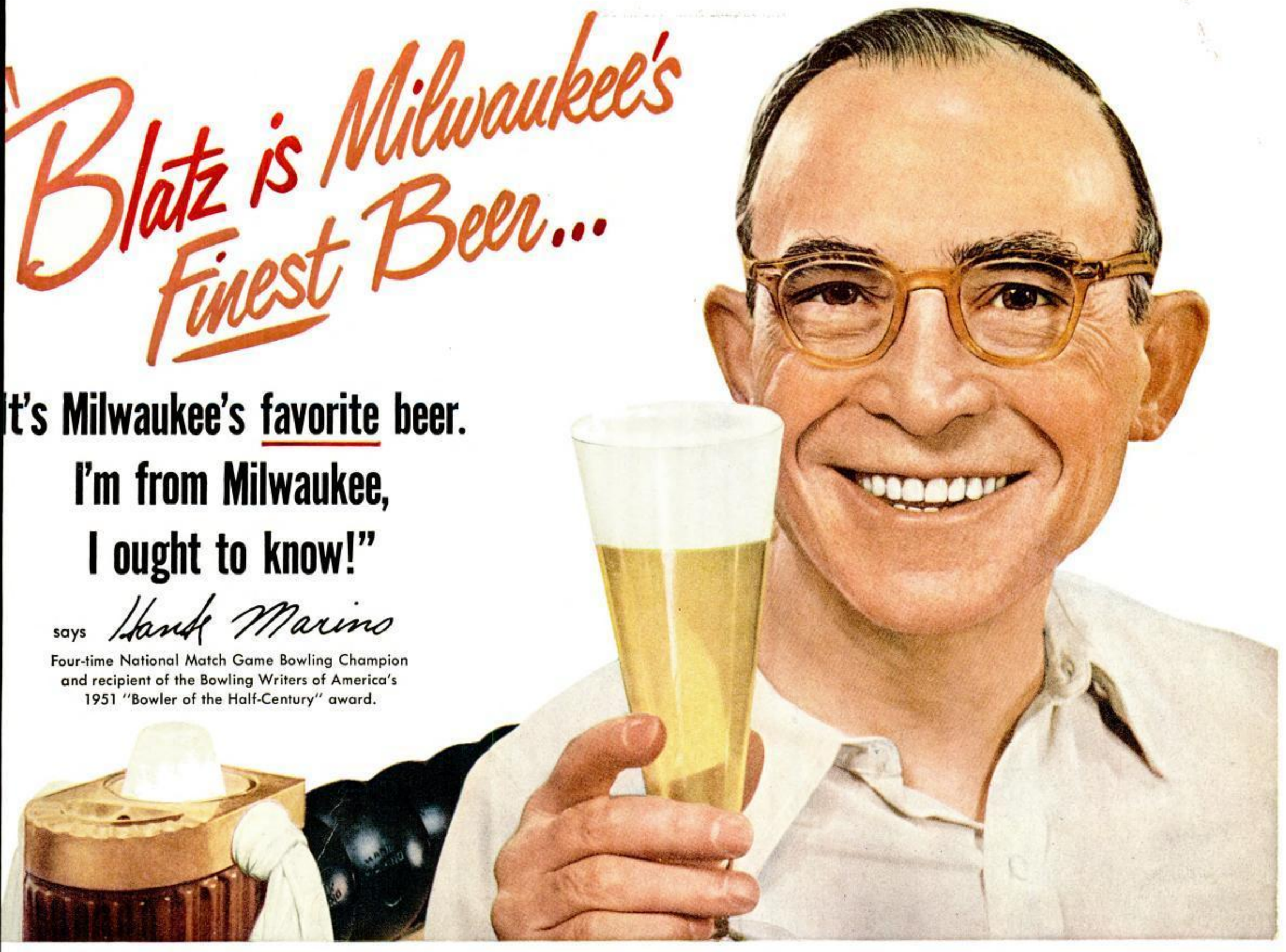
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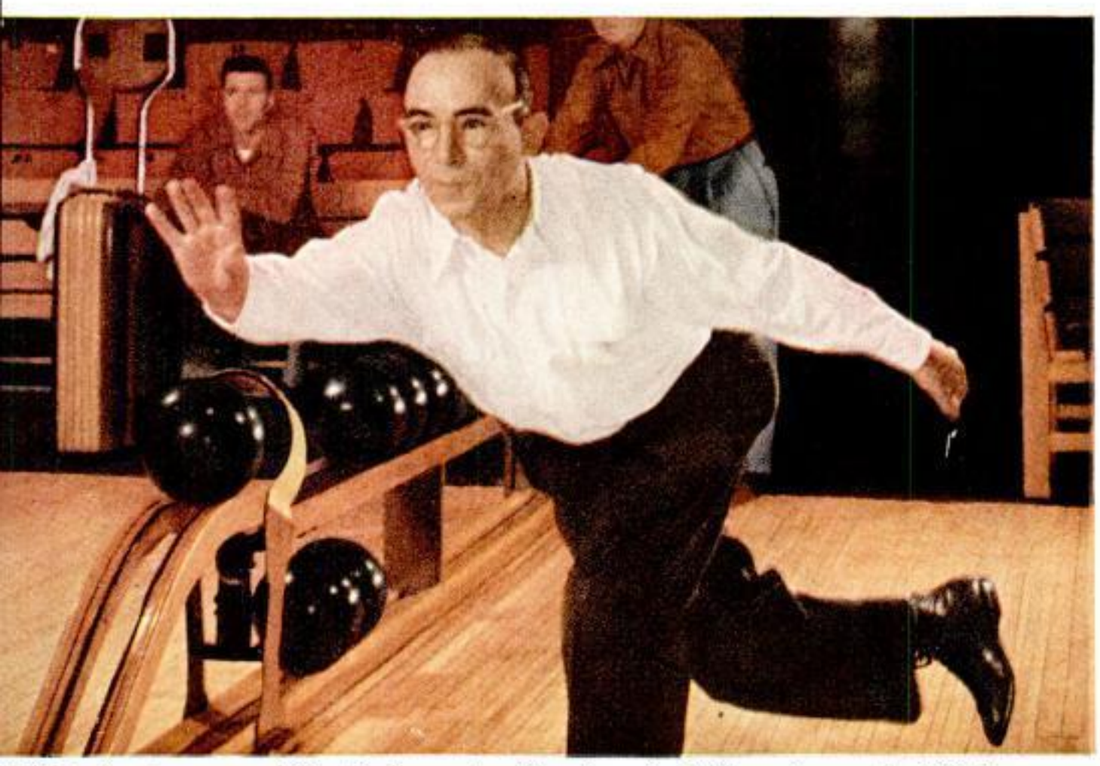
Blatz is Milwaukee's Finest Beer...

It's Milwaukee's favorite beer. I'm from Milwaukee, I ought to know!"

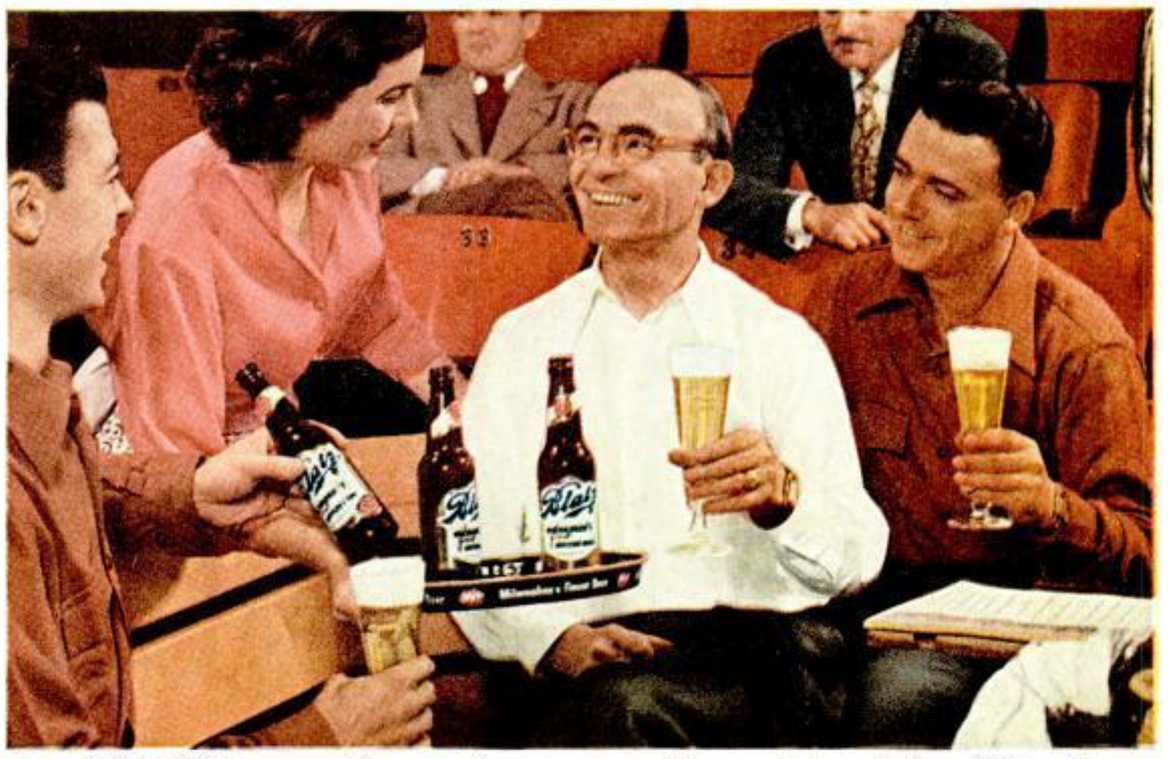
says *Hank Marino*

Four-time National Match Game Bowling Champion and recipient of the Bowling Writers of America's 1951 "Bowler of the Half-Century" award.





"Blatz tastes so good it's the largest selling beer in Milwaukee and all Wisconsin. That, automatically, makes Blatz Milwaukee's finest beer and, therefore, America's finest beer," says veteran Milwaukee bowler Hank Marino who competes in the 1952 American Bowling Congress "Hall of Fame" Tournament in Milwaukee.



• "With Blatz now sold everywhere, you can discover today what we Milwaukeeans have known for more than one-hundred years...the taste you'll find in no other beer," adds Hank. That's why, in all 48 states, in 43 foreign countries, it's Blatz, Blatz, Blatz wherever you go. Try Blatz, Milwaukee's finest beer, soon.

Today, taste Blatz Milwaukee's finest beer!



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